1980 RADIO EDITION **$57**

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How to use this book 2
Dimensions 7
Station Directory 19
Rep Directory 71
Ethnic Radio 81
85 Sports on Radio
91 Planning Guides
219 Radio Networks
253 Glossary

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1980 RADIO ENCYCLOMEDIA

VOL. 2 NO. 4

CONTENTS

2 **How to use this book**

SECTION 1

7 Dimensions

Radio ownership trends, listening levels, leading spot and network advertisers, advertising volume trends, media cost indices.

1

SECTION 2

19 Station Directory

Alphabetical listing by station and Metro market showing rep, group ownership, network affiliation, address, general manager.

2

SECTION 3

71 Rep Directory

Alphabetical listing of radio station representatives with addresses, phone numbers and key personnel at each office.

3

SECTION 4

81 Ethnic Radio

Listing of radio stations with representatives that are exclusively or dominantly programed for the Black and Hispanic markets.

4

SECTION 5

85 Sports on Radio

For four professional sports—baseball, football, basketball, hockey—originating station, sales rights owner, rep, network size, cost estimates.

5

SECTION 6

91 Planning Guides

Cost estimates and coverage data to reach the 300 GRP level are shown for the top 50 ADI's and 174 Metro markets for various demos and dayparts.

6

SECTION 7

219 Radio Networks

Quick facts about each of the wired, rep sponsored, and state networks. Also, RADAR data for the wired networks.

7

SECTION 8

253 Glossary

Definitions of radio terms used by timebuyers and planners based on three existing lexicons.

8

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HOW TO USE THIS BOOK.

This planning book is designed for use at various levels in the media planning world; it is for the experienced as well as the beginner. Its value increases in direct relationship to the extent to which you acquaint yourself with its content.

Trends in Radio (P. 7)
Here are the basic statistics—listening trends, FM growth in sets and listenership, auto radio sales and listening, ad volume, leading spot and network advertisers, cost index trends. This is a valuable source of basic data for the radio industry. Get acquainted with its contents.

Station Directory (P. 19)
For Arbitron's 174 Metro Markets, an alphabetical listing of stations home to the metro market, most of which qualified for inclusion in the April/May 1979 Arbitron Metro books.
Shown are representatives, ownership, network affiliation, station address, key contact.
This section will come into use after you have determined which markets you need to reach your target. Sections in this book are planned to be used in conjunction with one another; first you determine the demographic you want, then you figure the cost to reach the markets you need to achieve the goal, you then tally the cost to determine how far your budget will let you go. Then you use the station directory to find the stations available. The Station Directory section tells you this as well as who to contact and with the help of the Rep Directory, which follows, the address of the nearest office of the representative and the name and phone number of the local rep contact.

(Continued)

Where Are the Reps? (P. 71)
In alphabetical order, we are presenting a listing of radio station representatives (national and regional) in the United States, showing addresses, telephone numbers, key personnel at each of their offices. This section should be used along with the Station Directory which precedes it.

Ethnic Radio (P. 81)
Considering the increase in population in both the Black and Hispanic cultures, more and more broadcasters are targeting their programing to these ethnic targets. In this section we present a list of radio stations that are programed either exclusively or dominantly for either the Black or Hispanic audience. Many more stations devote a fragment of their broadcast hours to these markets. These have not been included. In addition, there are stations in markets with a high percentage of Black and Hispanic groups that program for a general audience yet achieve a high percentage of an ethnic group. These stations are not shown in these listings as the management does not designate them as ethnic stations.

Sports on Radio (P. 85)
For four professional sports—baseball, football, basketball and hockey—this section presents the details needed to make a buy. Shown for each pro team are the name of the originating station, the owner of the sales rights, national representative, size of the network (if any) and estimates of cost. This service was provided by a committee from the Station Representatives Assn. and the Radio Advertising Bureau. This is not the final answer; things change. But it is a place to start from.

Planning Guides (P. 91)
For both the 174 Metro areas the top 50 ADI's as defined by The Arbitron Co., costs are shown for rough planning purposes. These costs were developed by Blair Radio at the 300 GRP level (60 reach and five frequency). Planners can use these approximations in estimating other combinations of reach and frequency and other GRP levels. These data give you the opportunity to use this book for quick, tentative estimates of what it will cost to reach a market and the depth of penetration one will achieve.
Markets are presented in rank order and grouped in units of ten. Gross cost, cost per average rating point and cost per thousand TSA impressions are shown. Data are also broken by the following demographics and time periods: adults daytime; men daytime; men drivetime; women all day; women drive through housewife time; teens in teentime. Except for teens there are four age breakouts in each category: 18+; 18-34; 18-49; 25-54. Other data for each market include number of stations and announcements required to reach the 300 GRP goal, the net reach and gross impressions for the TSA (Total Survey Area).

Radio Networks (P. 219)
In three sections—wired, rep sponsored and state (regional, farm included) you will find "quick facts" about each of these networks—who to contact and where. For the wired nets, some program details are shown.
Also, RADAR data for wired networks showing demographics of audience composition for various time periods. Figures show average quarter hour and cume listening. Data comes from RADAR 18, volumes II and III.

The Language of Radio (P. 253)
A glossary of terms used in planning and buying radio based on three existing lexicons.

■

SECTION 1

DIMENSIONS

Here in compact form are the basic facts about the radio medium. These data range from the physical—number of stations, sets in use, households, FM trends, auto-radio trends—to the more advertiser-meaningful trends—listening levels by season, by daypart, by demographics.

Also included are historical trends of the advertiser investment in the medium, a comparison with other media, leading advertisers in both spot and network radio in the year past, historical cost trends.

Peruse this section—get the feel of its contents. Know where to look when you need that basic fact or trend number.

RADIO LISTENING TRENDS

RADIO WEEKLY CUMULATIVE AUDIENCES BY TIME PERIODS

	Weekdays—5-day cume						Weekends—2 day cume					
	6am-Mid.	6-10am	10am-3pm	3-7pm	7-12pm	12pm-6am	6am-Mid.	6-10am	10am-3pm	3-7pm	7-12pm	12pm-6am
Men												
18+	95.6%	87.8%	73.8%	82.3%	68.9%	39.6%	86.8%	58.9%	67.4%	55.9%	44.8%	23.1%
18-24	97.6	89.4	84.5	90.9	84.9	46.9	93.2	47.1	79.0	66.0	59.9	31.2
25-34	99.5	91.0	77.8	91.9	77.8	44.3	89.9	56.3	72.4	61.8	50.2	24.3
35-49	97.6	91.6	71.6	85.7	70.5	43.3	88.3	66.2	65.4	56.9	40.3	24.8
50+	90.4	82.3	66.6	68.9	53.0	30.1	80.1	62.1	58.9	45.6	35.9	16.8
Women												
8+	93.2%	85.2%	74.3%	76.5%	60.8%	34.2%	82.2%	56.9%	66.0%	52.7%	38.5%	17.8%
18-24	97.6	90.5	81.4	87.2	84.3	43.0	88.8	51.2	75.4	65.8	56.1	30.3
25-34	98.1	89.9	79.9	87.0	70.6	37.1	89.3	55.8	73.6	61.5	46.8	18.5
35-49	93.5	88.1	72.5	78.3	58.3	36.1	78.5	54.8	63.1	49.6	33.7	14.8
50+	88.1	78.3	69.0	64.5	45.8	27.3	77.3	61.4	58.9	43.4	28.4	13.4
Teens												
12-17	99.2%	90.6%	61.8%	92.4%	88.0%	33.8%	94.0%	54.7%	77.5%	65.0%	65.2%	21.9%
All persons												
12+	95.0%	87.0%	72.4%	81.1%	67.9%	36.4%	85.7%	57.4%	68.1%	55.7%	44.7%	20.6%

Source: Compiled by Radio Advertising Bureau from RADAR®, Fall 1978/Spring 1979

AVERAGE TIME SPENT LISTENING TO RADIO PER DAY

(Monday to Sunday, 24 hours)

	Spring 1979	Fall 1978	Fall 1977	Spring 1977	Fall 1976	Spring 1976	Fall 1975	Spring 1974	Spring 1973
Total 12+	3'22"	3'23"	3'24"	3'17"	3'16"	3'25"	3'26"	3'19"	3'24"
Men									
18+	3'29"	3'24"	3'20"	3'20"	3'13"	3'19"	3'26"	3'14"	3'09"
18-24	4'08"	4'03"	3'57"	4'05"	3'49"	3'45"	3'54"	3'46"	3'39"
25-34	3'42"	3'44"	3'39"	3'31"	3'24"	3'43"	4'00"	3'20"	3'26"
35-49	3'21"	3'17"	3'16"	3'14"	3'18"	3'22"	3'27"	3'22"	3'08"
50+	3'05"	2'54"	2'51"	2'53"	2'45"	2'47"	2'47"	2'47"	2'44"
Women									
18+	3'25"	3'29"	3'33"	3'21"	3'27"	3'37"	3'33"	3'30"	3'47"
18-24	4'00"	3'46"	3'52"	3'40"	3'48"	4'00"	3'51"	3'38"	3'55"
25-34	3'32"	3'39"	3'28"	3'25"	3'37"	3'37"	3'23"	3'29"	3'38"
35-49	3'28"	3'35"	3'51"	3'42"	3'58"	4'07"	3'58"	3'48"	4'05"
50+	3'04"	3'12"	3'15"	2'56"	2'53"	3'09"	3'14"	3'14"	3'35"
Teens									
12-17	2'51"	3'00"	3'08"	2'58"	2'48"	3'00"	3'06"	2'59"	2'59"

Source: Compiled by Radio Advertising Bureau from RADAR®

RADIO LISTENING LEVELS

Trends from RADAR studies (Persons 12+)

RADAR survey date	Avg daily cume (Mon-Sun)	Weekly cume	Avg time spent listening per day
Fall 1978/Spring 1979	82.9%	95.9%	3'22"
Spring/Fall 1978	83.0	95.9	3'23"
Spring/Fall 1977	82.3	95.8	3'24"
Fall 1976/Spring 1977	82.2	95.6	3'17"
Spring/Fall 1976	81.5	95.4	3'16"
Fall 1975/Spring 1976	82.3	95.9	3'25"

Source: Compiled by Radio Advertising Bureau from RADAR®

RADIO LISTENING BY HOUR

(Average of quarter hours within hour—Mon.-Fri.)

Percent of persons 12+ listening

6am-7am	23.2%	Noon-1pm	19.3%	6pm-7pm	15.0%
7am-8am	29.8	1pm-2pm	19.1	7pm-8pm	13.3
8am-9am	24.6	2pm-3pm	20.3	8pm-9pm	12.4
9am-10am	22.1	3pm-4pm	21.9	9pm-10pm	11.4
10am-11am	21.7	4pm-5pm	22.6	10pm-11pm	10.6
11am-Noon	20.8	5pm-6pm	19.9	11pm-Midnight	8.4

6am-Midnight (average) 18.7%

Source: Compiled by Radio Advertising Bureau from RADAR®, Fall 1978/Spring 1979

RADIO AUDIENCE—MONDAY-SUNDAY

	Average ¼ hour	Average daily cume		Weekly cume		Average listening time
	6am-Mid.	24 hrs.	6am-Mid.	24 hrs.	6am-Mid.	(24 hrs.)
BY AGE GROUPS						
Men						
18+	18.1%	84.7%	83.4%	96.3%	96.3%	3'29"
18-24	21.3	89.1	87.7	98.9	98.9	4'08"
25-34	19.1	89.6	88.3	99.7	99.7	3'42"
35-49	17.3	86.9	85.4	98.4	98.4	3'21"
50+	16.1	77.4	76.4	91.1	91.0	3'05"
Women						
18+	18.0	79.3	78.4	94.4	94.3	3'25"
18-24	20.8	86.8	85.4	98.4	98.4	4'00"
25-34	18.6	85.0	84.4	98.7	98.6	3'32"
35-49	18.4	79.4	78.7	95.5	95.4	3'28"
50+	16.1	72.5	71.6	89.5	89.3	3'04"
Teens						
12-17	15.1	89.2	88.5	99.6	99.6	2'51"
All persons						
12+	17.6	82.9	81.8	95.9	95.8	3'22"
BY HOUSEHOLD INCOME						
Men						
$20,000+	18.3	87.2	85.8	97.8	97.8	3'30"
$15,000-19,999	17.6	87.0	85.6	97.1	97.0	3'26"
$10,000-14,999	18.4	84.7	83.4	97.1	97.1	3'35"
Under $10,000	17.6	76.8	75.9	91.4	91.3	3'24"
Women						
$20,000+	17.7	80.9	80.0	94.9	94.8	3'21"
$15,000-19,999	19.5	83.2	82.2	97.0	97.0	3'43"
$10,000-14,999	19.1	81.0	80.4	95.3	95.1	3'38"
Under $10,000	16.7	73.9	72.9	91.7	91.5	3'11"
BY HOUSEHOLD SIZE						
Men						
1-2 members	18.1	82.4	81.3	93.8	93.7	3'30"
3-4 members	18.0	85.6	84.1	97.6	97.6	3'28"
5+ members	18.1	86.6	85.3	98.1	98.0	3'29"
Women						
1-2 members	17.2	77.5	76.4	92.6	92.4	3'17"
3-4 members	18.0	80.0	79.4	95.6	95.6	3'25"
5+ members	19.7	81.7	80.6	95.9	95.9	3'43"
BY EDUCATIONAL LEVEL						
Men						
Some college	18.7	87.0	85.9	97.5	97.5	3'34"
High school grad.	18.5	86.7	85.3	97.6	97.5	3'35"
Less than above	16.5	77.9	76.4	92.3	92.3	3'12"
Women						
Some college	18.2	83.9	83.0	96.5	96.4	3'28"
High school grad.	18.5	80.9	80.1	96.6	96.5	3'31"
Less than above	17.0	70.0	69.1	88.0	87.7	3'13"

	Average ¼ hour	Average daily cume		Weekly cume		Average listening time
	6am-Mid.	24 hrs.	6am-Mid.	24 hrs.	6am-Mid.	(24 hrs.)
BY COUNTY SIZE						
Men						
A counties	19.0	86.2	85.5	97.8	97.7	3'41"
B counties	17.8	84.4	82.9	95.5	95.5	3'25"
C counties	18.5	82.5	81.4	96.5	96.5	3'32"
D counties	16.0	82.2	81.5	93.7	93.7	3'04"
Women						
A counties	18.8	81.1	79.8	94.8	94.7	3'36"
B counties	17.4	77.5	76.8	93.5	93.5	3'24"
C counties	18.0	81.2	80.5	96.4	96.3	3'24"
D counties	17.0	75.9	75.6	92.9	92.5	3'12"
Teens						
A counties	14.6	89.1	88.2	99.2	99.2	2'45"
B counties	15.0	89.5	88.9	99.9	99.9	2'51"
C counties	16.0	89.7	88.8	99.9	99.9	3'04"
D counties	15.3	88.2	88.1	99.4	99.4	2'53"
Total persons 12+						
A counties	18.3	84.5	83.2	96.6	96.5	3"31"
B counties	17.3	81.9	80.9	95.2	95.2	3'18"
C counties	18.0	82.9	82.0	96.9	96.9	3'25"
D counties	16.4	80.2	79.8	94.1	93.9	3'06"
BY REGION						
Men						
Northeast	20.6	85.6	84.2	95.4	95.3	3'54"
North Central	17.5	87.6	86.2	97.5	97.5	3'24"
South	16.5	81.3	80.2	94.7	94.7	3'11"
West	19.0	85.3	83.9	98.5	98.5	3'40"
Women						
Northeast	19.0	82.2	80.9	95.4	95.3	3'35"
North Central	18.9	82.3	81.5	96.1	96.0	3'36"
South	16.9	75.3	74.6	92.1	91.9	3'13"
West	17.4	78.2	77.4	94.7	94.7	3'19"
Teens						
Northeast	14.4	90.0	89.6	98.8	98.8	2'41"
North Central	15.8	91.8	91.2	99.9	99.9	3'01"
South	16.4	87.5	87.0	99.7	99.7	3'07"
West	12.7	87.2	85.6	99.9	99.9	2'24"
Total persons						
Northeast	18.9	84.7	83.5	95.9	95.8	3'35"
North Central	17.9	85.7	84.7	97.2	97.2	3'26"
South	16.7	79.4	78.6	94.2	94.1	3'11"
West	17.4	82.3	81.2	97.0	97.0	3'20"

Source: Compiled by Radio Advertising Bureau from RADAR® ,Fall 1978/Spring 1979.

ADVERTISING VOLUME

TOTAL ADVERTISING VOLUME IN THE UNITED STATES 1975-1978

(In millions of dollars)

	1975		1976		1977		1978 (prelim.)	
	Dollars	Percent	Dollars	Percent	Dollars	Percent	Dollars	Percent
Newspapers								
Total	**$8,442**	**29.9%**	**$9,910**	**29.4%**	**$11,132**	**29.3%**	**$12,707**	**29.0%**
National	1,221	4.3	1,502	4.5	1,677	4.4	1,787	4.1
Local	7,221	25.6	8,408	24.9	9,455	24.9	10,920	24.9
Magazines								
Total	**1,465**	**5.2**	**1,789**	**5.3**	**2,162**	**5.7**	**2,597**	**5.9**
Weeklies	612	2.2	748	2.2	903	2.4	1,158	2.6
Women's	368	1.3	457	1.4	565	1.5	672	1.5
Monthlies	485	1.7	584	1.7	694	1.8	767	1.8
Farm publications	**74**	**0.3**	**86**	**0.3**	**104**	**0.2**	**104**	**0.2**
Television								
Total	**5,263**	**18.7**	**6,721**	**20.0**	**7,612**	**20.1**	**8,979**	**20.5**
Network	2,306	8.2	2,857	8.5	3,460	9.1	3,975	9.1
Spot	1,623	5.8	2,154	6.4	2,204	5.8	2,581	5.9
Local	1,334	4.7	1,710	5.1	1,948	5.2	2,423	5.5
Radio								
Total	**1,980**	**7.0**	**2,330**	**6.9**	**2,634**	**6.9**	**2,942**	**6.7**
Network	83	0.3	105	0.3	137	0.4	147	0.3
Spot	436	1.5	518	1.5	546	1.4	610	1.4
Local	1,461	5.2	1,707	5.1	1,951	5.1	2,185	5.0
Direct Mail	**4,124†**	**14.6**	**4,786†**	**14.2**	**5,164†**	**13.6**	**5,987**	**13.7**
Business publications	**919**	**3.3**	**1,035**	**3.1**	**1,221**	**3.2**	**1,400**	**3.2**
Outdoor								
Total	**335**	**1.2**	**383**	**1.1**	**418**	**1.1**	**466**	**1.1**
National	220	0.8	252	0.7	290	0.8	307	0.7
Local	115	0.4	131	0.4	128	0.3	159	0.4
Miscellaneous								
Total	**5,558†**	**19.7**	**6,650†**	**19.7**	**7,487†**	**19.8**	**8,658**	**19.7**
National	2,869†	10.2	3,471†	10.3	3,899†	10.3	4,485	10.2
Local	2,689	9.5	3,179	9.4	3,588†	9.5	4,173	9.5
Total								
National	15,340†	54.5	18,555†	55.1	20,850†	55.0	23,980	54.7
Local	12,820	45.5	15,135	44.9	17,070†	45.0	19,860	45.3
Grand total	**$28,160†**	**100.0%**	**$33,690†**	**100.0%**	**$37,920†**	**100.0%**	**$43,840**	**100.0%**

†Revised.

RADIO ADVERTISING VOLUME

(in millions of dollars)

	Total ad volume	Total radio	Percent radio	Network	Spot	Local
1950	$ 5,700	$ 605	10.6	$ 196	$ 136	$ 273
1951	6,420	606	9.4	180	138	288
1952	7,140	624	8.7	162	141	321
1953	7,740	611	7.9	141	146	324
1954	8,150	559	6.9	114	135	310
1955	9,150	545	6.0	84	134	327
1956	9,910	567	5.7	60	161	346
1957	10,270	618	6.0	63	187	368
1958	10,310	620	6.0	58	190	372
1959	11,270	656	5.8	44	206	406
1960	11,960	693	5.8	43	222	428
1961	11,860	683	5.8	43	220	420
1962	12,430	736	5.9	46	233	457
1963	13,100	789	6.0	56	243	490
1964	14,150	846	6.0	59	256	531
1965	$15,250	$ 917	6.0	$ 60	$ 275	$ 582
1966	16,630	1,010	6.1	63	308	639
1967	16,870	1,048	6.2	64	314	670
1968	18,090	1,190	6.6	63	360	767
1969	19,420	1,264	6.5	59	368	837
1970	19,550	1,308	6.7	56	371	881
1971	20,740	1,445	7.0	63	395	987
1972	23,300	1,612	6.9	74	402	1,136
1973	25,120	1,723	6.9	68	400	1,255
1974	26,740	1,837	6.9	69	405	1,363
1975	28,160	1,980	7.0	83	436	1,461
1976	33,690	2,330	6.9	105	518	1,707
1977	37,920	2,634	6.9	137	546	1,951
1978	43,840	2,942	6.7	147	610	2,185

Source: McCann-Erickson, Inc. Estimates include all costs—time and talent, space and production. The 1978 figures are subject to revisions when complete FCC and Postal data become available.

100 TOP SPOT RADIO ADVERTISERS IN 1978† AND THEIR INVESTMENTS IN 1977

		1978 investment	1977 investment
1.	Chrysler Corp.	$27,668,000	$ 8,618,000
2.	General Motors Corp.	20,202,000	19,528,000
3.	Anheuser-Busch, Inc.	12,315,000	8,573,000
4.	Nissan Motor Corp.	7,834,000	5,780,000
5.	Ford Motor Co.	6,473,000	7,568,000
6.	Coca-Cola Co.	6,427,000	4,270,000
7.	Fotomat, Inc.	5,968,000	5,617,000
8.	PepsiCo, Inc.	5,638,000	4,433,000
9.	Levi Strauss & Co.	5,616,000	3,984,000
10.	Delta Airlines	5,614,000	4,521,000
11.	United Airlines	4,842,000	2,378,000
12.	General Mills, Inc.	4,824,000	4,731,000
13.	American Tel. & Tel.	4,800,000	4,800,000
14.	Continental Airlines	4,558,000	3,919,000
15.	Carling Breweries	4,409,000	3,292,000
16.	Squibb Co.	4,114,000	2,940,000
17.	Adolph Coors Co.	4,085,000	2,002,000
18.	Exxon Corp.	4,002,000	2,392,000
19.	Bristol-Myers Co.	4,006,000	4,432,000
20.	Borden Co.	3,994,000	4,015,000
21.	Wm. Wrigley Co.	3,974,000	3,376,000
22.	Ralston Purina Co.	3,939,000	2,438,000
23.	American Home Products Co.	3,855,000	2,145,000
24.	Zayre Corp.	3,777,000	3,317,000
25.	Trans World Airlines	3,570,000	3,842,000
26.	S.S. Kresge (K-Mart)	3,494,000	2,136,000
27.	Heublein, Inc. (wines/Ky. Fr. Ch.)	3,450,000	1,496,000
28.	Toyota Cars.	3,351,000	2,482,000
29.	American Airlines	3,324,000	4,756,000
30.	Jos. Schlitz Brewing Co.	3,315,000	1,955,000
31.	General Foods Corp.	3,214,000	1,081,000
32.	IC Industries (Midas)	3,152,000	3,394,000
33.	Southland Corp.	3,084,000	1,983,000
34.	Standard Oil of Calif. (Ortho)	3,040,000	2,146,000
35.	Miller Brewing Co.	3,025,000	2,345,000
36.	20th Century Fox	3,019,000	1,769,000
37.	Kellogg Co. (cereals/Mrs. Smith's)	2,940,000	1,174,000
38.	Schieffelin & Co. (wine)	2,934,000	1,918,000
39.	Eastern Airlines	2,901,000	2,613,000
40.	Denny's Corp.	2,854,000	1,809,000
41.	Richardson-Merrell, Inc. (Clearasil/cough drops)	2,783,000	1,536,000
42.	Beatrice Foods Co. (Dannon)	2,764,000	2,289,000
43.	Pabst Brewing Co.	2,714,000	2,101,000
44.	Colgate-Palmolive Co.	2,619,000	1,367,000
45.	Blue Bell, Inc.	2,553,000	1,275,000
46.	Gulf Oil Corp.	2,514,000	1,307,000
47.	K-Tel International	2,479,000	1,389,000
48.	Van Munching Co.	2,413,000	1,402,000
49.	Bank of America (Travelers Checks)	2,358,000	1,911,000
50.	Standard Brands, Inc.	2,346,000	2,329,000
51.	American Dairy Assn.	$ 2,337,000	$ 2,648,000
52.	Sterling Drug Co.	2,275,000	1,906,000
53.	Zale Corp.	2,215,000	1,213,000
54.	American Oil Corp.	2,197,000	1,102,000
55	U.S. Navy	2,191,000	2,248,000
56.	Seven-Up Co.	2,096,000	1,216,000
57.	F.W. Woolworth Co. (Kinney)	2,071,000	153,300
58.	Great A & P	2,043,000	1,374,000
59.	Alpha Beta Markets	2,041,000	1,205,000
60.	Pennzoil Co.	2,023,000	1,274,000
61.	American Express Co.	1,990,000	1,831,000
62.	Pan American World Airways	1,959,000	2,387,000
63.	Greyhound Corp. (Armour meats/Dial)	1,927,000	932,000
64.	Northwest Airlines	1,902,000	1,485,000
65.	United Brands (Chiquita)	1,902,000	576,000
66.	Kraft Co.	1,876,000	4,623,000
67.	Braniff Airways	1,841,000	1,009,000
68.	Mrs. Paul's Kitchens, Inc.	1,809,000	1,958,000
69.	U.S. Air Force	1,800,000	1,000,000
70.	Montgomery Ward	1,770,000	518,500
71.	Blue Cross/Blue Shield	1,692,000	1,232,000
72.	Columbia Pictures	1,692,000	26,600
73.	Dr Pepper Co.	1,683,000	873,000
74.	Western Airlines	1,652,000	624,700
75.	Stroh Brewing	1,641,000	727,000
76.	Mobil Corp. (gas/oil)	1,638,000	1,067,000
77.	National Airlines	1,607,000	1,740,000
78.	Canadian Govt. Travel	1,556,000	1,200
79.	Monsanto Corp. (agri-chemicals)	1,545,000	1,051,000
80.	Saab Motors	1,541,000	336,100
81.	International Harvester Co.	1,527,000	267,600
82.	Elanco Products Co.	1,513,000	1,178,000
83.	A & W International	1,430,000	256,700
84.	Eastman Kodak Co.	1,428,000	297,800
85.	Rust-oleum Corp.	1,417,000	1,093,000
86.	Union Carbide Corp. (Glad Bags)	1,402,000	35,000
87.	Gordon Jewelers	1,366,000	466,300
88.	Firestone Tire & Rubber Co.	1,324,000	1,621,000
89.	Plough, Inc.	1,317,000	492,200
90.	U.S. Suzuki	1,257,000	831,700
91.	Champion Spark Plug Co.	1,247,000	1,333,000
92.	Schenley Industries (wines)	1,221,000	1,718,300
93.	Del Monte Corp.	1,205,000	199,100
94.	Vision Centers	1,175,000	577,200
95.	Hardees, Inc.	1,163,000	1,138,000
96.	Washington State Fruit	1,152,000	1,026,000
97.	Fiat Motors of N.A. (Lancia)	1,151,000	227,700
98.	Beneficial Finance Co.	1,141,000	1,679,000
99.	Ciba-Geigy Corp.	1,109,000	678,200
100.	Avco Financial Services	1,059,000	1,032,000

†—Brands, corporate names or products shown in parentheses indicate the principal advertised division or product using spot radio in 1978. However, this emphasis does not preclude use of the medium for more obvious products of the corporation.

Source—Radio Expenditure Reports, Inc.

100 TOP NETWORK ADVERTISERS IN 1978† AND THEIR INVESTMENTS IN 1977

(ABC, CBS and NBC radio networks only)

	Estimated expenditures	
	1978	1977
1. SmithKline Corp.	$5,153,900	$4,320,300
2. Sears Roebuck & Co.	4,388,300	5,143,400
3. General Motors Corp.	3,171,700	2,915,100
4. American Home Products Corp.	3,155,000	2,765,800
5. Schering-Plough Corp.	2,953,200	2,723,700
6. William Wrigley Jr. Co.	2,902,400	2,123,900
7. Sterling Drug Inc.	2,754,700	2,926,800
8. Warner-Lambert Co.	2,678,900	4,191,600
9. Anheuser-Busch, Inc.	2,483,800	1,842,000
10. Cotter & Co.	2,467,700	2,724,500
11. Hartz Mountain Industries	1,947,300	1,931,800
12. Kraft Inc.	1,901,500	2,368,100
13. Morton-Norwich Products Inc.	1,869,000	759,900
14. J.C. Penny Co.	1,671,600	351,100
15. American Tel. & Tel. Co.	1,633,800	14,100
16. Greyhound Corp. (Armour/Dial)	1,363,900	2,854,900
17. K-Mart Corp.	1,304,000	2,101,500
18. U.S. Government	1,198,000	778,600
19. Goodyear Tire & Rubber Co.	1,194,000	601,900
20. Culbro Corp. (Ex Lax)	1,026,900	1,205,100
21. Raytheon Co. (Amana)	975,000	914,200
22. Revlon Inc. (Oxy products)	945,700	591,700
23. Rapid-American Corp. (wines)	910,200	553,200
24. Time Inc.	815,800	1,119,800
25. CBS Inc.	789,500	398,000
26. Visa USA Inc.	767,000	1,242,100
27. Chrysler Corp.	749,100	635,300
28. Cluett Peabody & Co.	715,300	559,400
29. Eastman Kodak Co.	688,800	389,100
30. Campbell Soup Co.	669,700	496,200
31. Liggett Group Inc. (Alpo/rug cleaners)	677,300	—
32. Heublein Inc. (Lancers)	661,200	262,400
33. Western Union Corp. (Mailgram)	639,600	212,900
34. Qantel Corp. (computers)	624,300	—
35. General Foods Corp.	619,900	833,800
36. F.W. Woolworth Co. (Kinney shoes)	580,900	—
37. IC Industries (Midas/Whitman)	560,100	678,700
38. Pennwalt Corp.	547,800	1,067,300
39. Bayer AG (Alka Seltzer)	532,400	584,100
40. Ford Motor Co.	530,800	1,007,100
41. Colgate-Palmolive Co.	504,100	170,500
42. Household Finance Corp.	468,400	156,100
43. Pennzoil Co.	463,100	525,600
44. Union Carbide Corp. (Simoniz/Glad bags)	447,400	194,300
45. Dow Jones & Co. (Wall Street Journal)	439,900	—
46. American Egg Board	438,600	87,200
47. S.C. Johnson & Sons, Inc.	421,700	—
48. United Brands (Chiquita)	419,700	377,800
49. American Express Co.	417,200	—
50. Borden Inc. (Kava)	410,100	419,900

	Estimated expenditures	
	1978	1977
51. Washington Post Co. (Newsweek)	$ 396,800	$ 554,800
52. Richardson-Merrell Inc. (Clearasil)	384,800	382,700
53. American Broadcasting Co.	372,200	117,200
54. Quaker State Oil Co.	364,400	201,400
55. Sharp Corp. (copiers/cash registers)	362,400	121,700
56. Comerco Inc.	353,300	46,800
57. Minnesota Mining & Mfg. Co. (Magic tape/copiers)	348,200	—
58. B. Manichewitz Co.	348,000	272,900
59. Schieffelin & Co. (wines)	336,000	129,700
60. Vantage Press	331,200	367,300
61. National Automobile Dealers Assn.	328,200	292,800
62. Bankers Life & Casualty Co.	327,100	282,600
63. Ralston Purina Co. (cat food)	307,500	61,200
64. Teledyne Inc. (Water Pik/filter)	306,800	190,800
65. Dean Witter Reynolds Org., Inc.	304,700	—
66. Lanier Business Products Inc.	302,200	487,800
67. United Van Lines	294,500	—
68. Xerox Corp.	283,900	39,900
69. Ketchum & Co.	276,900	330,700
70. American Safety Razor Co. (ladies' Flicker)	269,900	—
71. Avon Products, Inc.	267,600	—
72. International Harvester Co.	264,000	337,700
73. Allis-Chalmers Corp.	263,800	448,900
74. Sambo's Restaurants Inc.	260,500	—
75. Dale Carnegie & Associates	253,700	—
76. Quality Inns International Inc.	253,500	—
77. Mobil Corp. (oil)	253,100	168,000
78. Singer Co.	239,700	286,500
79. International Business Machines Corp.	239,000	—
80. Houbigant Inc.	220,700	—
81. Colonial Penn Group Inc.	217,400	161,100
82. MCA Corp.	193,200	218,600
83. Purex Industries Inc. (Cuticura)	186,700	—
84. Sealy Inc.	177,800	79,400
85. General Electric Co.	176,400	1,321,400
86. Esmark Inc. (STP)	172,700	—
87. Kellogg Co.	171,900	—
88. Wella Corp.	167,200	129,600
89. A.H. Pond Co.	164,700	136,000
90. U.S. Bedding Co.	163,200	—
91. Suzuki Motor Co.	161,200	—
92. Emery Air Freight Corp.	157,600	—
93. Gulf Oil Corp.	157,100	56,500
94. Postal Press	156,600	74,000
95. Rival Mfg. Co.	156,400	—
96. A.B. Dick Co.	150,500	—
97. Litton Industries, Inc.	149,000	188,000
98. Macklanburg-Duncan Co.	148,800	138,500
99. Hearst Corp. (Avon/Good Housekeeping)	148,700	227,000
100. Mem Co. (English Leather)	147,200	197,100

†—Brands or corporate names in parentheses indicate the principal advertised division or product using network radio.

Sources: Broadcast Advertisers Reports, Inc.; Leading National Advertisers.

RADIO FACTS AND TRENDS

NUMBER OF RADIO STATIONS

Year	AM	FM	Total	Year	AM	FM	Total
1978†	4,548	3,098	7,646	1959	3,377	622	3,999
1977	4,474	3,007	7,481	1958	3,253	548	3,801
1976	4,458	2,848	7,306	1957	3,079	530	3,609
1975	4,388	2,573	6,961	1956	2,896	530	3,426
1974	4,357	2,448	6,805	1955	2,732	540	3,272
1973	4,346	2,307	6,653	1954	2,583	555	3,138
1972	4,324	2,258	6,582	1953	2,458	580	3,038
1971	4,299	2,150	6,449	1952	2,355	629	2,984
1970	4,256	2,044	6,300	1951	2,181	649	2,830
1969	4,214	1,911	6,125	1950	2,144	691	2,835
1968	4,138	1,737	5,875	1949	2,006	737	2,743
1967	4,079	1,586	5,665	1948††	2,034	1,020	3,054
1966††	4,025	1,446	5,471	1947	1,795	918	2,713
1965	3,970	1,201	5,171	1946	1,215	511	1,726
1964	3,904	1,100	5,004	1945‡‡	955	53	1,008
1963	3,772	1,033	4,805	1944‡‡	924	52	976
1962	3,654	925	4,579	1943‡‡	912	48	960
1961	3,510	792	4,302	1942‡‡	925	42	967
1960‡	3,483	741	4,224	1941	897	49	946

AM only

1940	847	1935	623	1930	618	1925	571
1939	778	1934	593	1929	606	1924	530
1938	743	1933	598	1928	677	1923	556
1937	704	1932	604	1927	688	1922	30
1936	656	1931	612	1926	528	1921	1

†—1961-1978 counts are as of Jan. 1.
‡—1921-1960 counts are as of June 30.
††—Numbers extracted from different series.
‡‡—Construction freeze in effect from April 1942 to Oct. 1945.

Source: Federal Communications Commission as presented in yearly Statistical Abstracts (1960-1978) and Historical Statistics of the U.S. (1921-1960)

AUTO RADIOS IN WORKING ORDER

(Counts are at beginning of year)

Year	Total	Year	Total
1979	110,400,000	1964	53,208,000
1978	106,000,000	1963	49,948,000
1977	104,400,000	1962	46,900,000
1976	101,400,000	1961	42,616,000
1975	100,400,000	1960	40,387,000
1974	94,490,000	1959	37,200,000
1973	92,663,000	1958	36,500,000
1972	91,700,000	1957	35,000,000
1971	85,400,000	1956	30,100,000
1970	80,500,000	1955	29,000,000
1969	74,900,000	1954	26,100,000
1968	69,000,000	1953	25,000,000
1967	64,500,000	1952	23,500,000
1966	60,000,000	1951	21,000,000
1965	56,871,000	1950	18,000,000

Source: Radio Advertising Bureau

RADIO HOUSEHOLDS†

(in thousands—add 000)

1978	NA	1959‡	49,450	1940	28,500
1977	75,800	1958	48,500	1939	27,500
1976	74,000	1957	47,600	1938	26,667
1975	72,600	1956	46,800	1937	24,500
1974	70,800	1955	45,900	1936	22,869
1973	69,400	1954	45,100	1935	21,456
1972	67,200	1953	44,800	1934	20,400
1971	65,400	1952	42,800	1933	19,250
1970	62,000	1951	41,900	1932	18,450
1969	60,600	1950	40,700	1931	16,700
1968	58,500	1949	39,300	1930	13,750
1967	57,500	1948	37,623	1929	10,250
1966	57,000	1947	35,900	1928	8,000
1965	52,200	1946	33,998	1927	6,750
1964	54,000	1945	33,100	1926	4,500
1963	52,300	1944	32,500	1925	2,750
1962	51,305	1943	30,800	1924	1,250
1961	50,695	1942	30,600	1923	400
1960	50,193	1941	29,300	1922	60

†-1970-1978—as of Dec. 31; 1922-1970—as of June 30.
‡-First year figures for Alaska and Hawaii included.

Sources: 1971-1978—Yearly editions of Statistical Abstracts of the U.S.
1922-1970—Historical Statistics of the U.S.

TOTAL RADIO SETS IN USE IN U.S.

(Counts are at end of year)

Year	Total sets	FM sets	AM sets
1978†	450,800,000	225,000,000	225,800,000
1977	444,000,000	205,000,000	239,000,000
1976	425,300,000	190,000,000	235,300,000
1975	413,100,000	180,000,000	233,100,000
1974	401,600,000	166,000,000	235,600,000
1973	383,398,000	145,000,000	238,298,000
1972	353,500,000	125,000,000	228,500,000
1971	336,000,000	108,000,000	228,000,000
1970	320,700,000	93,000,000	227,700,000
1969	303,400,000	80,000,000	223,400,000
1968	281,800,000	65,000,000	216,800,000
1967	262,700,000	50,000,000	212,700,000
1966	242,000,000	38,000,000	204,000,000
1965	228,279,000	30,000,000	198,279,000
1964	214,104,000	23,000,000	191,104,000
1963	200,258,000	17,000,000	183,258,000
1962	183,800,000	12,000,000	171,800,000
1961	168,314,000	9,000,000	159,314,000
1960	156,394,000	6,500,000	149,894,000

Source: Radio Advertising Bureau. †estimated.

AUTO RADIO FACTS

AUDIENCE TREND

(Persons 12+)

RADAR survey date	Avg daily cume (Mon-Sun)	Weekly cume (Mon-Sun)
Fall 1978/Spring 1979	40.2%	70.2%
Spring/Fall 1978	39.7	70.3
Fall 1977/Spring 1978	38.9	69.4
Spring/Fall 1977	39.8	70.1
Fall 1976/Spring 1977	40.0	70.5
Spring/Fall 1976	38.0	68.5
Fall 1975/Spring 1976	37.7	68.4
Fall 1975	38.3	69.3
Winter 1974	35.4	65.7
1979 vs. 1974	+13.5%	+7%

Source: Compiled by Radio Advertising Bureau from RADAR®

FM AUTO RADIO SALES

Includes factory and aftermarket installations.

Year	Number
1978	7,308,000
1977	7,214,000
1976	6,182,000
1975	3,482,000
1974	3,424,000
1973	3,545,000
1972	3,119,000

Source: Electronic Industries Assn.

AUTO/AUTO WITH FM OWNERSHIP

	Percent owning	
Age	**Autos**	**Autos with FM**
18-24	16.4%	18.5%
25-34	24.2	25.5
35-49	26.1	27.0
50-64	22.4	22.2
65+	10.9	6.8
Region		
Northeast	21.8%	21.8%
N. Central	28.5	27.5
South	31.3	34.6
West	18.3	16.1
Income		
$25,000+	21.7%	29.4%
$15,000-24,999	34.7	35.9
$10,000-14,999	19.1	17.5
$8,000- 9,999	7.1	5.7
Under $8,000	17.4	11.5
Location:		
Cities	36.5%	38.5%
Suburbs	34.6	38.5
Non-metro	28.9	23.0

Source: Target Group Index-1978

AVERAGE QUARTER AUDIENCE

(Mon.-Sun.—24 hours)

	Percent of	
	Audience	**Population**
Men		
18+	57.87%	41.1%
18-24	13.7	7.8
25-34	18.2	9.6
35-49	15.0	9.5
50+	10.9	14.2
Women		
18+	33.8%	45.3%
18-24	8.9	8.1
25-34	10.9	9.8
35-49	8.1	10.1
50+	5.9	17.3
Teens 12-17	8.4%	13.7%
Total persons 12+	100.0%	100.0%

Source: Compiled by Radio Advertising Bureau from RADAR®, Fall 1978/Spring 1979

AUDIENCE BY DAYPART

Average quarter hour (Mon.-Fri.)

Daypart	All persons 12+	Men	Women	Teens
All day average (24 hrs.)	18.7%	25.8%	13.4%	12.9%
6-10 am	17.3	26.5	10.5	13.6
10 am-3 pm	17.0	22.9	11.5	17.7
3-7 pm	25.6	33.6	21.3	14.9
7-12 pm	16.4	20.7	15.0	9.7
12 Mid.-6 am	13.0	21.1	6.2	3.1

Source: Compiled by Radio Advertising Bureau from RADAR®, Fall 1978/Spring 1979

CUMULATIVE AUDIENCE

	Average weekday cume	Five-day (M-F) cume	Seven-day (M-Su) cume
Men			
18+	54.0%	74.2%	76.8%
18-24	61.9	84.6	88.3
25-34	70.9	89.3	92.4
35-49	63.1	83.2	85.7
50+	32.3	51.9	54.0
Women			
18+	37.6%	61.2%	64.5%
18-24	51.0	80.5	82.0
25-34	52.6	77.2	82.4
35-49	43.3	69.3	71.9
50+	19.5	38.5	41.8
Teens 12-17	31.7%	60.5%	69.2%
All persons 12+	43.5%	66.5%	70.2%

Source: Compiled by Radio Advertising Bureau from RADAR®, Fall 1978/Spring 1979

FM RADIO FACTS

SIZE OF FM MEDIUM

Year	FM set sales† (add 000)	FM sets in use‡ (in millions)	FM ad volume†† (in millions)	FM stations†† on air
1978	41,300	225.0	$700.0**	3,098
1977	38,637	205.0	543.1*	3,001
1976	27,956	190.0	418.2	2,873
1975	27,800	180.0	308.6	2,767
1974	33,900	166.0	248.3	2,576
1973	32,852	145.0	198.3	2,438
1972	35,417	125.0	151.9	2,411
1971	28,700	108.0	115.0	2,259
1970	24,280	93.0	84.9	2,164
1969	25,714	80.0	67.4	2,029
1968	20,289	65.0	53.2	1,981
1967	15,747	50.0	39.8	1,732
1966	13,564	38.0	32.3	1,643
1965	7,852	30.0	24.7	1,446
1964	5,997	23.0	19.7	1,270
1963	4,780	17.0	16.3	1,146

*Revised **Estimated

Sources: †-Electronic Industries Assn.
††—Federal Communications Commission:
‡Radio Advertising Bureau—year-end estimates.
Station count is at year end.

FM RADIO AUDIENCES

Weekly cumes within dayparts
(Monday-Sunday)

Daypart	Persons 12+	Men 18+	Women 18+	Teens 12-17
6am-10am	53.1%	53.7%	49.6%	62.6%
10am-3pm	53.5	53.3	51.4	61.0
3pm-7pm	55.1	55.9	49.4	71.3
7pm-Midnight	46.8	47.2	40.4	66.7
Midnight-6am	23.7	25.7	20.1	29.4
6am-Midnight	69.6	69.9	64.9	84.4
Total 24-hour day	70.1	70.5	65.4	84.4

Source: RADAR-Spring 1979

TYPES OF FM SETS SOLD

Percent of all radios sold with FM

Year	All radios*	Portable	Clock	Auto
1978	69%	62%	92%	58%
1977	60	65	92	56
1976	60	55	87	50
1975	65	68	89	38
1974	59	62	79	32
1973	56	43	74	28
1972	56	50	72	31
1971	48	55	62	24
1970	48	56	54	14

*To Be Read: 69% of all radios sold in 1978 included FM; likewise 62% of portable radios, etc.

Source: Electronic Industries Assn.

FM RADIO HOUSEHOLD PENETRATION

Year	Percent	Year	Percent
1978	95%	1972	85%
1977	95	1971	80
1976	94	1970	74
1975	93	1969	70
1974	92	1968	65
1973	89	1967	57

Sources: Pulse through 1976;
Radio Advertising Bureau estimate for 1977/78.

FM AUDIENCE SHARES†

Daypart	Percent
6am-10am	42.0%
10am-3pm	52.2
3pm-7pm	52.9
7pm-Midnight	58.0
Midnight-6am	49.4
Total 24-hour day	50.5

†Data are for all person 12+ for a period of seven days.

Source: RADAR—Spring 1979

FM CUMES BY TIME OF WEEK AND AGE-SEX GROUPS

(24-hour day)

	Mon.-Fri.	Sat.-Sun.	Mon.-Sun.
All persons 12+	66.4%	53.5%	70.1%
Men			
18+	66.9%	54.1%	70.5%
18-24	88.5	75.4	91.0
25-34	77.9	59.9	80.8
35-49	63.2	53.2	68.3
50+	50.1	38.9	53.7

	Mon.-Fri.	Sat.-Sun.	Mon.-Sun.
Women			
18+	61.5%	48.2%	65.4%
18-24	79.7	68.1	82.0
25-34	73.2	57.4	77.2
35-49	61.8	45.0	67.1
50+	46.2	35.5	50.1
Teens			
12-17	81.2%	69.3%	84.4%

Source: RADAR-Spring 1979

MEDIA COSTS – 1970-1978

This review of cost trends in major media was prepared by the media department of J. Walter Thompson Co. The calendar year 1978 was taken as Index 100 and costs in years previous, starting with 1970 were compared to it to show unit cost changes on both an index and dollar basis, average audience, cost per thousand and cost per rating point.

1. PRIMETIME NETWORK TELEVISION. Costs of one 30-second announcement

CALENDAR YEAR	ESTIMATED COST PER 30"		AVERAGE MINUTE AUDIENCE FOR TV HOUSEHOLDS				COST PER 1,000		COST PER RATING POINT	
	Dollars	Index	(000)	Index	AA	Index	Dollars	Index	Dollars	Index
1970	$20,900	43	9,713	76	16.5%	94	$2.15	57	$1,267	46
1971	20,488	42	10,308	80	17.0	97	1.99	53	1,205	44
1972	23,346	48	10,756	84	17.1	98	2.17	58	1,365	49
1973	26,563	55	11,013	86	16.9	97	2.41	64	1,572	57
1974	29,613	61	11,675	91	17.5	100	2.54	67	1,692	61
1975	30,738	64	11,799	92	17.2	98	2.61	69	1,787	65
1976	35,827	74	12,228	95	17.5	100	2.93	78	2,047	74
1977	43,579	90	12,517	98	17.4	99	3.48	92	2,505	91
1978	**48,300**	**100**	**12,827**	**100**	**17.5**	**100**	**3.77**	**100**	**2,760**	**100**

2. DAYTIME NETWORK TELEVISION. Costs of one 30-second announcement

CALENDAR YEAR	ESTIMATED COST PER 30"		AVERAGE MINUTE AUDIENCE FOR TV HOUSEHOLDS				COST PER 1,000		COST PER RATING POINT	
	Dollars	Index	(000)	Index	AA	Index	Dollars	Index	Dollars	Index
1970	$3,546	44	4,260	88	7.2%	109	$ .83	49	$ 493	40
1971	3,308	41	4,593	95	7.6	115	.72	43	435	35
1972	3,638	45	4,820	100	7.7	117	.75	45	472	38
1973	4,029	50	4,818	100	7.4	112	.84	50	544	44
1974	4,483	55	4,928	102	7.4	112	.91	54	606	49
1975	5,131	63	4,976	103	7.2	109	1.03	61	713	58
1976	6,050	75	4,959	103	7.1	108	1.22	73	852	69
1977	7,600	94	4,815	100	6.7	102	1.58	94	1,134	92
1978	**8,100**	**100**	**4,831**	**100**	**6.6**	**100**	**1.68**	**100**	**1,227**	**100**

3. FRINGE SPOT TELEVISION. Costs of one 30-second announcement @ 9.5 average rating

CALENDAR YEAR	ESTIMATED COST PER 30"**		AVERAGE QUARTER-HOUR AUDIENCE FOR TV HOUSEHOLDS				COST PER 1,000**		COST PER RATING POINT	
	Dollars	Index	(000)	Index	AA	Index	Dollars	Index	Dollars	Index
1970	$ 8,161	47	5,608	80	9.5%	100	$1.46	58	$ 859	47
1971	8,588	49	5,773	83	9.5	100	1.49	59	904	49
1972	9,339	53	5,985	86	9.5	100	1.56	62	983	53
1973	10,545	60	6,194	89	9.5	100	1.70	68	1,110	60
1974	11,875	68	6,356	91	9.5	100	1.87	75	1,250	68
1975	13,006	74	6,534	94	9.5	100	1.99	79	1,369	74
1976	15,248	87	6,663	96	9.5	100	2.29	91	1,605	87
1977	16,445	97	6,818	93	9.5	100	2.41	96	1,731	94
1978	**17,500**	**100**	**6,975**	**100**	**9.5**	**100**	**2.51**	**100**	**1,842**	**100**

4. NETWORK RADIO. Costs of 25 adult GRP's per week

CALENDAR YEAR	COST OF BUYING 25 GRP's*		GROSS ADULT AUDIENCE				COST PER 1,000 ADULTS		COST PER RATING POINT	
	Dollars	Index	(000)	Index	Adults GRP's	Index	Dollars	Index	Dollars	Index
1970	$37,173	56	33,794	87	25.0%	100	$1.10	65	$1,487	56
1971	34,716	53	34,372	89	25.0	100	1.01	59	1,389	53
1972	38,452	58	34,956	90	25.0	100	1.10	65	1,538	58
1973	39,106	59	35,551	92	25.0	100	1.10	65	1,564	59
1974	39,404	60	36,150	93	25.0	100	1.09	64	1,576	60
1975	41,768	63	36,750	95	25.0	100	1.14	67	1,671	63
1976	52,625	80	37,482	97	25.0	100	1.39	82	2,105	80
1977	58,940	89	38,139	98	25.0	100	1.55	91	2,358	89
1978	**66,013**	**100**	**38,778**	**100**	**25.0**	**100**	**1.70**	**100**	**2,641**	**100**

(Continued)

5. DAY SPOT RADIO. Costs to purchase 25 adult GRP's per week

CALENDAR YEAR	COST OF BUYING 25 GRP's Dollars	Index	GROSS ADULT AUDIENCE (000)	Index	Adult GRP's	Index	COST PER 1,000 ADULTS Dollars	Index	COST PER RATING POINT Dollars	Index
1970	$55,422	67	33,794	87	25.0%	100	$1.64	76	$2,217	67
1971	53,964	65	34,372	89	25.0	100	1.57	73	2,159	65
1972	57,677	69	34,956	90	25.0	100	1.65	77	2,307	69
1973	61,503	74	35,551	92	25.0	100	1.73	80	2,460	74
1974	65,793	79	36,150	93	25.0	100	1.82	85	2,632	79
1975	69,083	83	36,750	95	25.0	100	1.88	87	2,763	33
1976	72,715	87	37,482	97	25.0	100	1.94	90	2,909	87
1977	77,078	93	38,139	98	25.0	100	2.02	94	3,083	93
1978	**83,244**	**100**	**38,778**	**100**	**25.0**	**100**	**2.15**	**100**	**3,330**	**100**

6. CONSUMER MAGAZINES. Costs to purchase 1-pg., 4-colors in top 50 magazines

CALENDAR YEAR	GROSS COST of 1P 4/C Dollars	Index	GROSS CIRCULATION (000)	Index	Circ. GRP's	Index	COST PER 1,000 CIRC. Dollars	Index	COST PER RATING POINT Dollars	Index
1970	$ 961,293	77	160,848	104	259.8%	126	$5.98	74	$3,700	61
1971	958,292	77	159,131	103	250.4	121	6.02	75	3,830	63
1972	934,180	75	155,738	100	237.3	115	6.00	75	3,937	65
1973	930,286	75	156,971	101	232.5	113	5.93	74	4,005	66
1974	971,710	78	159,000	103	230.5	112	6.11	76	4,216	70
1975	1,026,000	82	155,674	100	220.0	107	6.59	82	4,664	77
1976	1,061,126	85	156,815	101	217.8	106	6.77	84	4,872	80
1977	1,181,734	94	156,859	101	213.0	103	7.53	94	5,548	92
1978	**1,247,793**	**100**	**154,997**	**100**	**206.1**	**100**	**8.05**	**100**	**6,054**	**100**

7. NATIONAL SUNDAY SUPPLEMENTS. Costs to purchase 1-pg., 4-colors in major national supplements

CALENDAR YEAR	GROSS COST OF 1P4C Dollars	Index	GROSS CIRCULATION (000)	Index	Circ. GRP's	Index	COST PER 1,000 CIRC. Dollars	Index	COST PER RATING POINT Dollars	Index
1970	$195,700	55	47,600	88	76.9%	107	$4.11	62	$2,540	51
1971	200,000	56	47,430	88	74.6	104	4.22	63	2,680	54
1972	212,360	59	48,670	90	74.1	103	4.36	66	2,870	57
1973	221,420	62	50,260	93	74.4	104	4.41	66	2,980	60
1974	248,963	70	51,500	96	74.7	104	4.83	73	3,330	67
1975	288,907	81	51,775	96	73.2	102	5.58	84	3,947	79
1976	302,834	85	52,072	97	72.3	101	5.82	88	4,189	84
1977	328,018	92	53,318	99	72.4	101	6.15	92	4,531	91
1978	**358,100**	**100**	**53,850**	**100**	**71.6**	**100**	**6.65**	**100**	**5,000**	**100**

8. DAILY NEWSPAPERS. Costs to purchase 1000 lines b/w in every daily paper

CALENDAR YEAR	COST PER 1000 LINES IN EVERY DAILY PAPER Dollars	Index	GROSS DAILY CIRCULATION (000)	Index	Circ. GRP's	Index	COST PER 1,000 CIRC. Dollars	Index	COST PER RATING POINT Dollars	Index
1970	$391,280	53	61,108	100	102.0%	123	$ 6.30	53	$3,836	42
1971	406,419	55	62,231	100	97.9	119	6.53	54	4,151	46
1972	419,570	56	62,510	101	95.2	116	6.71	56	4,407	49
1973	446,659	60	63,147	102	93.4	113	7.07	59	4,782	53
1974	491,000	66	63,700	103	92.3	112	7.71	64	5,320	59
1975	558,267	75	60,655	98	85.7	104	9.20	77	6,514	72
1976	620,136	83	60,977	98	84.7	103	10.17	85	7,322	81
1977	676,490	91	61,000	98	82.8	100	11.09	92	8,170	90
1978	**743,880**	**100**	**61,990**	**100**	**82.4**	**100**	**12.00**	**100**	**9,028**	**100**

9. OUTDOOR POSTERS. Monthly costs to purchase #100 showing in every 30 sheet posting market

CALENDAR YEAR	MONTHLY COST PER #100 SHOWING Dollars	Index	AVERAGE MONTHLY GROSS IMPRESSIONS (000)	Index	POP. GRP's	Index	COST PER 1,000 IMPRESSIONS Dollars	Index	COST PER RATING POINT Dollars	Index
1970	$1,776,844	56	5,119,000	81	2585.8%	87	$.35	69	$ 687	64
1971	1,924,169	60	5,346,000	85	2673.2	90	.36	71	720	67
1972	2,070,788	65	5,290,000	84	2618.8	88	.39	76	791	74
1973	2,215,937	69	5,434,000	86	2663.1	89	.41	80	832	77
1974	2,348,893	73	5,597,000	89	2717.0	91	.42	82	865	80
1975	2,536,800	79	5,765,000	91	2771.6	93	.44	86	915	85
1976	2,743,410	86	6,038,838	96	2889.0	97	.45	88	950	88
1977	2,962,883	93	6,189,809	98	2939.0	99	.48	94	1,008	94
1978	**3,199,916**	**100**	**6,313,605**	**100**	**2975.0**	**100**	**.51**	**100**	**1,075**	**100**

SECTION 2

STATION DIRECTORY

This section presents an alphabetical listing of stations home to the 174 Metro Markets as defined by The Arbitron Co. The listings in each market are mostly those stations that qualified for the April/May 1979 Metro book.

Once one determines which markets and demos are needed to reach a target, this section can be used to find the calls, reps, net affiliations and group ownership.

The rep names are coded for brevity in a few cases, but in all cases the full name, address and phone number of each office will be found in the Rep Directory—pg. 71.

The key to the group listings and pertinent details will be found starting on pg. 65.

It is suggested that the rep be contacted for specific information. If more direct contact is needed, we present for each station the local address and name of a principal sales contact.

STATION DIRECTORY

ARRANGED BY ARBITRON METRO AREAS

Market/Station	Representative †	Group ‡	Network affiliation	Station/address	Personnel
Akron, OH					
WAKR/WAEZ	Buckley	Group One	Ind	Box 1590, Akron, OH 44309	Fred Anthony-GM
WCUE/	HR/Stone	—	ABC-C	424 Sackett Ave., Akron, OH 44313	John J. Demeter-SM
/WKDD	″	—	Ind	″ ″	″
WHLO	Torbet	Susquehanna	MBS/CBS	2650 W. Market St., Akron, OH 44313	Robert Winer-GM
WKNT-AM/FM	—	—	ABC-E	Box 629, Kent, OH 44240	—
WSLR	Katz	Welcome	ABC-E	369 S. Portage Path, Akron, OH 44320	Richard Lumenello-GM
Albany-Schenectady-Troy, NY					
WABY	HR/Stone	—	MBS	855 Central Ave., Albany, NY 12205	Chris Martin-GM
WGNA/	PRO Radio	Camp	Ind	Box 1069, Albany, NY 12201	John Linstra-GM
/WHAZ	″	″	Ind	Box 784, Troy, NY 12181	″
WGY/	Christal	Gen. Elec.	NBC	1400 Balltown Rd., Schenectady, NY 12309	James J. Delmonico-GM
/WGFM	″	″	Ind	″ ″	″
WHRL	—	—	Ind	Box 333, Albany, NY 12201	—
WOKO	Torbet	—	ABC-I	1450 Western Ave., Albany, NY 12203	Tony Mason-GM
WPTR/	Eastman	Rust	ABC-C	4243 Albany St., Albany, NY 12205	Robert Ausseld-GM
/WFLY	″	″	Ind	″ ″	″
WQBK-AM/FM	Howard	—	ABC-E	Box 1300, Albany, NY 12201	Laurence Barnett-GM
WROW-AM/	Blair	Capital Cities	CBS	341 Northern Blvd., Albany, NY 12204	Robert Peebles-GM
/WROW-FM	″	″	Ind	″ ″	″
WTRY/	McGavren Guild	Great Scott	Ind	1054 Troy-Schenectady Rd., Latham, NY 12110	Dick Vazzana-GM
/WHSH	″	″	Ind	″ ″	Dave Nowack-SM
WWOM	—	—	Ind	Box 5146, Albany, NY 12205	Joseph Reilly-GM
WWWD	—	—	MBS	422 Liberty St., Schenectady, NY 12305	—
Albuquerque, NM					
KABQ	Lotus	Gomez	Ind	1309 Yale Blvd., S.E., Albuquerque, NM 87106	Frank Elders-GM
KAMX/	Lotus	—	Ind	5601 Domingo Rd., N.E., Albqrque, NM 87108	Roger Agnew-GM
/KFMG	—	—	Ind	″ ″	″
KDQQ	Blair	—	ABC-E	Box 25444, Albuquerque, NM 87125	Ed Lowrance-SM
KHFM	—	—	Ind	5900 Domingo Rd., N.E., Albqrque, NM 87108	—
KKIM	Market 4/A-D	Enterprise	Ind	301 Los Ranchos, N.W., Albqrque, NM 87107	Ron James-GM
KKJY-AM/FM	Christal	Bdcst. Assoc.	Ind	Box 2121, Albuquerque, NM 87125	Alvyn Cohen-Pres.
KOB-AM/	McGavren Guild	Hubbard	NBC	77 Broadcast Plaza, S.W., Albqrque, NM 87103	Ronald Sack-GM
/KOB-FM	″	″	Ind	93 Broadcast Plaza, S.W., Albqrque, NM 87103	David Lyons-GM
KQEO/	Selcom	—	Ind	2000 Indian School Rd., Albqrque, NM 87104	Rick Holcomb-SM
/KZZX	″	—	Ind	4011 Menaul Blvd., N.E., Albqrque, NM 87110	Lindsay Schnyder-SM
KRKE-AM/FM	Katz	Gaylord	Ind	14th & Coal Ave., S.W., Albqrque, NM 87103	Dick McKee-GM
KRZY/KRST	Torbet/Moore	—	CBS	2401 Quincy, N.E., Albuquerque, NM 87110	Ray Moran-GM
KZIA	—	—	ABC-E	Box 25166, Albuquerque, NM 87125	John Deme, Sr.-GM
Allentown-Bethlehem-Easton, PA					
WAEB/WXKW	Eastman	Rust	Ind	Box 2727, Lehigh Valley, PA 18001	Gordon Oplinger-SM
WEEX/	McGavren Guild	—	ABC-C	Box 190, Easton, PA 18042	Thomas W. Wolfe-SM
/WQQQ	″	—	Ind	″ ″	″
WEST/WLEV	Katz	—	CBS	436 Northampton St., Easton, PA 18042	Ted Pierce-GM
WFMZ	P-W/Dome	—	Ind	East Rock Rd., Allentown, PA 18103	Dave Hinson-GM
WGPA	—	—	ABC-E	428 Brodhead Ave., Bethlehem, PA 18015	—
WKAP	Buckley	Gulf Group	ABC-I	Box 246, Whitehall, PA 18052	Jerry Duckett-GM
WZZO	Sav-G/Dome	—	Ind	2285 Schoenersville Rd., Bethlehem, PA 18017	Arthur H. Holt-GM

Market/Station	Representative †	Group ‡	Network affiliation	Station/address	Personnel
Altoona, PA					
WFBG-AM/FM	Blair	Gilcom	ABC-C	Box 2005, Altoona, PA 16603	Edward Giller-GM
WRTA	PRO/Dome	—	ABC-I	Box 272, Altoona, PA 16603	David R. Wolf-GM
WVAM-AM/FM	Torbet	—	Ind	2727 W. Albert Dr., Altoona, PA 16602	Herbert W. Wolfe-GM
Amarillo, TX					
KDJW /	HR/Stone	J. Walton	ABC-I	Box 5844, Amarillo, TX 79107	George Schmidt-GM
/ KBUY	"	"	Ind	" "	"
KGNC-AM /	Katz	Stauffer	CBS	Box 710, Amarillo, TX 79105	Royce Bodiford-GM
/ KGNC-FM	"	"	NBC	" "	"
KHBJ	Riley	—	MBS	Box 956, Canyon, TX 79015	Jack Auldridge-GM
KIXZ	Buckley	—	Ind	1703 Avondale Rd., Amarillo, TX 79106	Richard Haines-GM
KPUR	McGavren Guild	—	Ind	Box 30,000, Amarillo, TX 79120	Jay Speegle-GSM
KQIX-AM/FM	Selcom/Schndr	—	MBS	Box 7488, Amarillo, TX 79109	Keith Adams-GM
KWAS	—	Good News	Ind	Box 102, Amarillo, TX 79107	Teri Billiter-GM
KZIP/KYTX	Masla	—	Ind	Box 7930,Amarillo, TX 79109	Spike Santee-GM
Anaheim-Santa Ana-Garden Grove, CA					
KEZY-AM/FM	Market 4	—	Ind	1190 E. Ball Rd., Anaheim, CA 92805	Barry Shainman-GSM
KOCM	—	—	Ind	57 Fashion Island, Newport Beach, CA 92660	Gary Burill-GM
KORJ	Walton	—	Ind	One City Blvd., Orange, CA 92668	Arthur Astor-GM
KWIZ-AM/FM	HR/Stone	Dav & Weav	Ind	3101 W. Fifth St., Santa Ana, CA 92703	Bill Weaver-GM
KYMS	—	—	Ind	1601 N. Bristol Rd., Santa Ana, CA 92706	Arnie McClatchey-GM
Anchorage, AK					
KANC	Blair (NW)/RTS	—	Ind	8819 Jewel Lake Rd., Anchorage, AK 99502	Hank Mann-GM
KBYR/KNIK	Masla/Moore	Northern TV	CBS	Box 2200, Anchorage, AK 99510	Ron Moore-GM
KENI	Katz (NW)/Howard	Mdngt. Sun	ABC-C	Box 1160, Anchorage, AK 99510	Al Bramstadt-M
KFQD	McGavren Guild	—	Ind	9200 Lake Otis Pky., Anchorage, AK 99507	Roy Robinson-GM
KHAR/KKLV	Sav-G/Tacher	—	Ind	3900 Seward Hwy., Anchorage, AK 99503	Ken Flynn-GM
KHVN	—	—	Ind	2607 Fairbanks St., Anchorage, AK 99503	—
KJZZ	—	—	Ind	338 Denali St., Anchorage, AK 99501	Joseph Perry-GM
KYAK/KGOT	HR-St/Tacher	Prime T of Ak	MBS	2800 E. Dowling Rd., Anchorage, AK 99507	Nancy Fulton-SM
Appleton-Oshkosh, WI					
WAGO	—	Borgen	ABC-E	Box 437, Oshkosh, WI 54901	Thomas Dohn-GM
WAPL /	Buckley	—	ABC-E	Box 1519, Appleton, WI 54913	Steve Woodbury-GSM
/ WHBY	"	—	Ind	" "	Gary Pothour-GSM
WKAU-AM/FM	Selcom	Forward	Ind	Box 310, Kaukauna, WI 54130	Jim Esler-Pres.
WMKC	—	—	MBS	Box 257, Oshkosh, WI 54901	—
WNAM	Masla	—	MBS	Box 707, Neenah, WI 54956	Perry Murphy-GM
WROE	—	—	Ind	Box 1024, Neenah, WI 54956	James Bethke-GM
WYNE	Market 4/Evans	—	ABC-C	Box 1182, Appleton, WI 54911	Ned Hughes-GM
WYTL/WOSH	HR/Stone	—	Ind	Box 1490, Oshkosh, WI 54901	Philip Robbins-GM
Asheville, NC					
WISE	McGavren Guild	—	ABC-C	90 Lookout Rd., Asheville, NC 28804	Anthony Segraves-SM
WLOS	Buckley	—	ABC-E	Box 2150, Asheville, NC 28802	William Pfeiffer-SM
WRAQ	Bolton	—	Ind	70 Adams Hill Rd., Asheville, NC 28806	Garrett Alderfer-GM
WSKY	—	—	Ind	Box 2956, Asheville, NC 28802	Hal Edwards-SM
WWNC	Katz	—	NBC	Box 6447, Asheville, NC 28806	Sheldon Summerlin-SM

†For Rep Directory see page 71.
‡For Group Directory see page 65.

(Continued)

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
Atlanta, GA					
WAOK	Selcom	Bdcst. Ent.	NBN	75 Piedmont Ave., N.E., Atlanta, GA 30303	Bill Green-SM
WCOB/WBIE	HR/Stone	—	Ind	Box 491, Marietta, GA 30060	Bill Estes-NSM
WGKA	CMBS	—	Ind	100 Colony Sq., Atlanta, GA 30361	Eathek Holley-GM
WGST /	Katz	Meredith	ABC-E	550 Pharr Rd., N.E., Atlanta, GA 30305	John Lauer-GM
/ WPCH	"	"	Ind	" "	"
WIGO	Howard	—	SBN	1422 Peachtree St., N.W., Atlanta, GA 30309	Joseph Fife-GM
WKLS-AM/FM	Masla	SJR	Ind	1800 Century Blvd., N.E., Atlanta, GA 30345	Paul Cossman-SM
WLTA	Eastman	Susquehanna	Ind	Box 7695, Atlanta, GA 30357	Jack DeHaven-GM
WPLO /	McGavren Guild	Plough	ABC-I	805 Peachtree St., N.E., Atlanta, GA 30308	C.B. Rogers-GM
/ WVEE	"	"	ABC-FM	" "	"
WQXI-AM/FM	Blair	Jefferson-Pilot	Ind	3340 Peachtree Rd., Atlanta, GA 30326	Jerry Blum-GM
WRNG	Major Market	Southmedia	CBS	3954 Peachtree Rd., N.E., Atlanta, GA 30319	Harry Davey-GM
WSB-AM/FM	Christal	Cox	NBC	1601 W. Peachtree St., N.E., Atlanta, GA 30309	Elmo Ellis-GM
WTJH	—	James Rivers	Ind	Box 967, East Point, GA 30364	—
WXLL	Lazar	—	ABC-I	1655 Tullie Circle, N.E., Atlanta, GA 30329	Carter Jones-GM
WYNX	—	—	Ind	2460 Atlanta St., S.E., Smyrna, GA 30080	—
WYZE	—	—	Ind	111 Boulevard, S.E., Atlanta, GA 30312	—
WZGC	Torbet	First Media	Ind	603 W. Peachtree St., Atlanta, GA 30308	Bill Stoeffhaas-GSM
Atlantic City, NJ					
WAYV	Buckley	—	Ind	Boardwalk at Iowa Ave., Atlantic City, NJ 08401	Walter J. Murphy-SM
WIIN/WFPG	PRO Radio	—	Ind	Steel Pier, Atlantic City, NJ 08401	Harry Sparks-SM
WGRF /	Masla	—	Ind	Ohio & Murray Ave., Atlantic City, NJ 08404	Robert Johnstone-GM
/ WMID	"	—	NBC	" "	"
WIBG/WSLT	—	—	ABC-I	957 Ashbury Rd., Ocean City, NJ 08226	William Hammersby-SM
WOND /	McGavren Guild	—	Ind	15 S. Shore Rd., Linwood, NJ 08221	Raymond P. Holbrook-GM
/ WMGM	"	—	ABC-E	" "	
WUSS	—	—	NBN	1500 Absecon Blvd., Atlantic City, NJ 08401	Larry Hayes-NSM
Augusta, GA					
WAKN/WNEZ	—	—	MBS	343 Laurens St., Aiken, SC 29801	James Bennett-GM
WAUG-AM/FM	Masla	—	ABC-I	Box 669, Augusta, GA 30903	—
WBBQ-AM/FM	Eastman	—	ABC-C	Box 2066, Augusta, GA 30903	Edward H. Dunbar-GM
WBIA	—	—	NBC	1534 Walton Way, Augusta, GA 30904	Pat Mulherin-SM
WGAC	Katz	Beasley	CBS	Box 1131, Augusta, GA 30903	Bob Rice-GM
WGUS-AM/FM	Savalli/Gates	Young	Ind	Box 1475, Augusta, GA 30903	Casey Jenkins-GM
WRDW	PRO Radio	—	MBN	Box 1405, Augusta, GA 30903	—
WTHB /	Schutz	—	ABC-E	Box 1534, Augusta, GA 30903	Walter Brumbeloe-GM
/ WZZW	"	—	ABC-FM	" "	"
Austin, TX					
KHFI	Selcom	—	MBN	Box 490, Austin, TX 78767	Al Tanksley-GM
KLBJ-AM/FM	Torbet	LBJ Co.	CBS	Box 1209, Austin, TX 78767	Bill Neil-GM
KMXX	Caballero	—	Ind	121 E. Eighth St., Austin, TX 78701	—
KNOW /	McGavren Guild	W. Mayes	Ind	Box 2197, Austin, TX 78768	Bill O'Connell-GM
/ KCSW	"	"	ABC-FM	" "	"
KOKE-AM/FM	Riley	—	Ind	Box 1205, Austin, TX 78767	Bob McDonald-SM
KVET/KASE	Katz	—	Ind	Box 380, Austin, TX 78767	Ron Rogers-GM
Bakersfield, CA					
KAFY	McGavren Guild	—	Ind	Box 6128, Bakersfield, CA 93306	Daren McGavren-GM
KDOL	—	—	ABC-E	Box 968, Mojave, CA 93501	Albert Kennedy-GM
KERN/KMGN	Katz	—	ABC-C	Box 2700, Bakersfield, CA 93303	Terry Dorsey-GM
KGAM /	Torbet/Moore	—	NBC	Box 937, Bakersfield, CA 93302	Ozzi Knudson-SM
/ KGFM	"	—	Ind	" "	"
KLYD-AM/FM	Selcom	—	ABC-E	Box 1499, Bakersfield, CA 93302	Jim Treanor-GM
KPMC	Howard	—	CBS, MBS	Box 1736, Bakersfield, CA 93302	Dan Speare-GM

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
Bakersfield (cont.)					
KUZZ /	Christal	—	Ind	1209 N. Chester Ave., Bakersfield, CA 93308	Buck Owens-Pr.
/ KKXX	"	—	ABC-FM	" "	"
KWAC	Lotus	—	Ind	5200 Standard St., Bakersfield, CA 93308	Ken Ramsey-NSM
KXEM	Caballero	—	Ind	Box 326, McFarland, CA 93250	Joe Hochschild-GM
Baltimore, MD					
WASA	—	—	MBS	Box 97, Havre de Grace, MD 21068	Virginia Wetter-GM
WAYE	P/W	—	Ind	334 N. Charles St., Baltimore, MD 21201	Bill Howard-GSM
WBAL /	Blair	Hearst	NBC	3800 Hooper Ave., Baltimore, MD 21211	Alfred Burk-GM
/ WIYY	"	"	Ind	" "	"
WBMD /	Buckley	—	Ind	5200 Moravia Blvd., Baltimore, MD 21206	Bob Housen-SM
/ WKTK	"	—	ABC-FM	" "	"
WCAO /	McGavren Guild	Plough	ABC-C	8001 Park Heights Ave., Baltimore, MD 21208	Joseph Cahill-GM
/ WXYV	"	"	Ind	" "	Tina Myrick-SM
WCBM	Katz	Metromedia	ABC-E	68 Radio Plaza, Owings Mills, MD 21117	Harold Deutsch-GM
WEBB	Frederick Smith	—	SBN	Clifton Ave. & Denison St., Baltimore, MD 21216	—
WFBR/WBKZ	Major Market	—	ABC-I	13 E. 20th St., Baltimore, MD 21218	Mike Plumstead-GM
WITH-AM /	Masla	Reeves	CBS	7 E. Lexington St., Baltimore, MD 21202	G. Faulkner-GM
/ WITH-FM	"	"	MBS	" "	"
WLIF	Christal	Cox	Ind	1570 Hart Rd., Baltimore, MD 21204	Alan S. Beck-GM
WMAR	Katz	Abell	Ind	6400 York Rd., Baltimore, MD 21212	Jake Embry-GM
WNAV-AM/FM	Masla	Rau	MBS	Box 829, Annapolis, MD 21404	Fred Koester-GM
WPOC	Eastman	Nationwide	Ind	711 W. 40th St., Baltimore, MD 21211	Bill Branch-SM
WRBS	Savalli/Gates	—	Ind	3600 Georgetown Rd., Baltimore, MD 21227	—
WSID/WLPL	UBC	United	Ind	6623 Reisterstown Rd., Baltimore, MD 21215	Brock Abernathy-GM
WTOW	Bunchez	Gore	Ind	724 Dulaney Valley Rd., Baltimore, MD 21204	—
WWIN	Howard	—	NBN	2800 Mathews St., Baltimore, MD 21218	H.S. Earp-GM
Baton Rouge, LA					
WAFB	Katz	—	ABC-C	844 Government St., Baton Rouge, LA 70802	Manuel Broussard-GM
WIBR	Katz	—	Ind	Box 1226, Baton Rouge, LA 70821	Robert Earle-GM
WJBO/WFMF	Blair	Manship	MBS/NBC	Box 496, Baton Rouge, LA 70821	George Jenne
WLCS/WQXY	McGavren Guild	—	Ind	One American Pl., Baton Rouge, LA 70825	Lamar Simmons-GM
WLUX	—	Swaggart	Ind	Box 2250, Baton Rouge, LA 70821	J. Swaggert-GM
WXOK	Selcom	Security	SBN	Box 66475, Baton Rouge, LA 70806	Lew Carter-SM
WYNK-AM /	Masla	—	ABC-E	Box 2541, Baton Rouge, LA 70821	R.D. McGregor-GM
/ WYNK-FM	"	—	ABC-I	" "	"
Beaumont-Port Arthur-Orange, TX					
KAYC/KAYD	HR/Stone	—	Ind	Box 870, Beaumont, TX 77704	Ron Cowling-GM
KEAM	Masla	—	MBS	Box 1716, Nederland, TX 77627	James Joynt-GM
KIOC	Christal	—	Ind	1725 Evangeline Dr., Vidor, TX 77662	Ken Stephens-GM
KJET /	Eastman	—	SBN	Box 6067, Beaumont, TX 77705	Don Durden-GM
/ KWIC	"	—	ABC-FM	" "	"
KLVI /	Torbet	Hicks	Ind	Box 5463, Beaumont, TX 77702	R. Steven Hicks-GM
/ KYKR	"	"	Ind	Box 2307, Port Arthur, TX 77640	"
KOGT	Riley	—	ABC-E	Box 1329, Orange, TX 77630	Bill Fort-GM
KOLE /	Buckley	—	ABC-C	Box 336, Port Arthur, TX 77640	J. John Morrison-GM
/ KZOM	"	—	Ind	" "	"
KPAC /	PRO Radio	—	CBS	7770 Gulfway, Port Arthur, TX 77640	John Welton-GM
/ KHYS	"	—	Ind	" "	Buddy Martin-GM
KQXY	McGavren Guild	—	NBC	Petroleum Bldg., Beaumont, TX 77701	Jim McCullough-GM
KTRM /	Selcom	Security	ABC-I	Box 5425, Beaumont, TX 77702	Don Turner-GM
/ KALO		"	NBN	" "	"
Billings, MT					
KBMY	—	Journal Star	ABC-I	Box 20316, Billings, MT 59102	Tom Ehrman-GM
KGHL /	Eastman	Hatch	NBC	Box 30198, Billings, MT 59107	Homer Peterson-VP
/ KIDX	"	"	ABC-FM/MBS	" "	"

(Continued)

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
Billings (cont.)					
KOOK	Torbet/McGuire	—	CBS	Box 1276, Billings, MT 59103	Dan Miller-GM
KOYN	P/W Radio	—	ABC-E	Box 956, Billings, MT 59103	Carson Aarson-GM
KURL-AM/FM	Market 4/A-D	Enterprise	Ind	Box 31038, Billings, MT 59107	Neil Lentsch-SM
KYYA	PRO Radio	Meyer	ABC-C	1645 Central Ave., Billings, MT 59102	Lamont Wallis-NSM
Binghamton, NY					
WAAL	Torbet	Regional	ABC-FM	Box 997, Binghamton, NY 13901	Tom Shiptenko-GM
WEBO /	Market 4	—	MBS	Box 399, Owego, NY 13827	Warren Haas-GM
/ WWWT	″	—	MBS	″ ″	″
WENE /	Masla	—	ABC-E	Box 151, Endwell, NY 13760	—
/ WMRV	″	—	ABC-C	″ ″	—
WINR	Schutz	Command	ABC-I	Box 27, Binghamton, NY 13904	David G. Mitchell-GM
WKOP	PRO Radio	—	CBS	Box 567, Binghamton, NY 13902	Clark Cook-GM
WNBF /	Blair	Stoner	NBC	Chenango & Henry Sts. Binghamton, NY 13902	Kitty Bocock-GM
/ WQYT	″	″	Ind	″ ″	″
Birmingham, AL					
WAPI-AM/FM	Major Market	Newhouse	NBC	Box 10502, Birmingham, AL 35202	Donald Olson-GM
WATV	Howard	—	Ind	Box 39054, Birmingham, AL 35208	Joe Lackey-GM
WBUL	Lazar	—	SBN	Box 3800 E, Birmingham, AL 35208	Hal Hodgens-GM
WCRT/WQEZ	Blair	—	MBS	Box 1922, Birmingham, AL 35201	Hal Fredericks-SM
WDJC	—	Crawford	Ind	Box 58021, Birmingham, AL 35209	—
WENN-AM/FM	Selcom	—	NBN	Box 697, Birmingham, AL 35201	Kirkwood Balton-GM
WERC/WKXX	McGavren Guild	Mooney	Ind	Box 10904, Birmingham, AL 35202	John Bomer-GM
WJLD /	HR/Stone	—	ABC-C	Box 58065, Birmingham, AL 35209	George Johnston, III-VP
/ WZZK	″	—	ABC-FM	″ ″	″
WLPH	—	—	Ind	Box 6737, Birmingham, AL 45310	—
WRKK	Christal	—	Ind	1776 Independence Ct., Birmingham, AL 35216	Dan Brennan-GM
WSGN	Eastman	Harte-Hanks	Ind	236 Goodwin Crest Dr., Birmingham, AL 35209	Warren Merrin-GM
WTUG-AM/FM	Howard	Radio South	SBN	142 Skyland Blvd., Tuscaloosa, AL 35401	Jimmy Shaw-GM
WVOK	Buckley	—	ABC-E	Box 1926, Birmingham, AL 35201	Lee Moore-SM
WYAM	Savalli/Gates	—	MBS	Box 730, Bessemer, AL 35020	Larry Allen-GM
WYDE	Katz	Columbia Pics	ABC-I	2112 11th Ave., S., Birmingham, AL 35205	Wynn Alby-GM
Bloomington, IL					
WIHN	Walton	—	Ind	Box 706, Bloomington, IL 61701	Michael Hassan-GM
WJBC /	McGavren Guild	—	ABC-I	236 Greenwood Ave., Bloomington, IL 61701	John McDermott-SM
/ WBNQ	″	—	Ind	″ ″	″
WRBA	Walton	—	MBS	1218 S. Main St., Normal, IL 61761	Robert Bivans-GM
Boise, ID					
KAIN	Buckley	—	CBS	Box 1340, Nampa, ID 83651	Jack Bolton-GM
KBBK	—	—	Ind	9400 Fairview Ave., Boise, ID 83704	—
KBOI-AM/FM	Katz	—	NBC	Box 1280, Boise, ID 83701	Al Vuylsteke-GM
KBRJ	—	—	ABC-E	Box 4489, Boise, ID 83704	Steve Sumner-GM
KBXL	Market 4	—	Ind	3303 E. Chicago St., Caldwell, ID 83605	Dick Shaw-GM
KFXD-AM/FM	Torbet/Moore	—	Ind	Box 160, Nampa, ID 83651	Ron Grisham-GM
KGEM /	Eastman	Hatch	Ind	Box 5278, Boise, ID 83705	R.C. Weisenburger-SM
/ KJOT	″	″	ABC-I	″ ″	″
KIDO/KIDQ	Blair/McGuire	—	Ind	Box 63, Boise, ID 83707	Roy Dittman-GM
KSPD	—	—	MBS	Box 2298, Boise, ID 83701	—
KUUZ	Howard/Tacher	Larson	Ind	816 12th St., S., Nampa, ID 83651	—
KYME	—	—	Ind	Box 1619, Boise, ID 83701	—
Boston, MA					
WBCN	Torbet	—	Ind	5005 Prudential Tower, Boston, MA 02199	Mike Wiener-GM
WBZ-AM/FM	RAR	Westinghouse	Ind	1170 Soldiers Field Rd., Boston, MA 02134	Bill Hartman-GM
WCAS	—	—	Ind	380 Green St., Cambridge, MA 02139	Daniel Murphy-GM
WCCM/WCGY	HR/Stone	Curt Gowdy	Ind	33 Franklin St., Lawrence, MA 01840	Charles E. Dent, Jr.-GSM

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
Boston (cont.)					
WCRB	—	—	Ind	Copley Plaza Hotel, Boston, MA 02116	David MacNeill-SM
WEEI-AM /	CBS Spot Sales	CBS	CBS	4450 Prudential Tower, Boston, MA 02199	Eugene Lothery-GM
/ WEEI-FM	CBS FM Sales	"	CBS	" "	Jack Baker-GM
WESX	Nona Kirby Co.	—	Ind	Box 710, Salem, MA 01970	—
WEZE	—	Epperson	ABC-I	100 Riverside Ave., Hilton, MA 02186	—
WHDH /	Blair	—	ABC-E	441 Stuart St., Boston, MA 02116	David Croninger-GM
/ WCOZ	"	—	Ind	" "	"
WHRB	Frederick Smith	—	Ind	45 Quincy St., Cambridge, MA 02138	Lawrence Jacobson-GM
WHUE-AM/FM	Eastman	—	ABC-I	200 Clarendon St., Boston, MA 02116	Frank Tenore-GM
WILD	—	Sheridan	SBN	390 Commonwealth Ave., Boston, MA 02215	Monte Bowens-GM
WITS	Katz	—	NBC	115 Broadway, Boston, MA 02116	Paul Kelley-GM
WJDA	Nona Kirby Co.	—	Ind	Box 130, Quincy, MA 02169	—
WJIB	Christal	Gen. Elec.	Ind	68 Commercial Wharf, Boston, MA 02110	Edward T. Dolan-GM
WKOX /	McGavren Guild	Fairbanks	MBS	100 Mt. Wayte Ave., Framingham, MA 01701	Barry Sims-GM
/ WVBF	"	"	Ind	" "	Jay Williams-GM
WLLH/WSSH	Selcom	—	Ind	4 Broadway, Lowell, MA 01853	Arnold Lerner-GM
WRKO /	PRO Radio	RKO General	ABC-C	RKO Gnrl. Bldg., Gov't Ctr., Boston, MA 02114	Chuck Goldmark-GM
/ WROR	"	"	ABC-FM	" "	Tom Baker-GM
WROL	Walton	—	Ind	312 Stuart St., Boston, MA 02116	Ken Carter-GM
WUNR /	Caballero	—	Ind	275 Tremont St., Boston, MA 02116	Alan Temple-GM
/ WBOS	Masla	—	Ind	" "	"
WXKS-AM/FM	Major Market	—	Ind	99 Revere Beach Pkwy., Medford, MA 02155	Rich Balsbaugh-GM
Bridgeport, CT					
WDJZ	Savalli/Gates	—	ABC-E	39 Salt St., Bridgeport, CT 06605	Ray Carroll-GM
WEZN	Katz	Park City	Ind	10 Middle St., Bridgeport, CT 06604	Jim Morley-GM
WICC	Roslin/Kadetsky	—	Ind	177 State St., Bridgeport, CT 06604	Vince Cremona-GM
WMMM/WDJF	Market 4	—	Ind	163 Main St., Westport, CT 06680	Gary Flamm-GM
WNAB	P/W Radio	—	ABC-I/MBS	Broadcast Centre, Bridgeport, CT 06608	Tom Kennedy-GM
Buffalo, NY					
WADV	Savalli/Gates	—	Ind	2200 Rand Bldg., Buffalo, NY 14203	Daniel Lesniak-GM
WBEN-AM /	Eastman	—	NBC	2077 Elmwood Ave., Buffalo, NY 14207	Robert J. Russo-SM
/ WBEN-FM	"	—	Ind	" "	"
WBLK	PRO Radio	—	NBN	429 Franklin St., Buffalo, NY 14202	Franklin Lorenz-GM
WBUF	Selcom	Liggett	ABC-FM	1233 Main St., Buffalo, NY 14223	Ken Dodd-GM
WDCX	—	Crawford	Ind	625 Delaware Ave., Buffalo, NY 14202	—
WGR /	Katz	Taft	ABC-E	464 Franklin St., Buffalo, NY 14202	Bill Irwin-GM
/ WGRQ	"	"	Ind	" "	"
WHLD-AM/FM	—	—	Ind	Box 398, Niagra Falls, NY 14302	Edward Joseph-GM
WJJL	—	—	MBS	1224 Main St., Niagra Falls, NY 14301	Robert Rogers-GM
WJYE	Torbet	McCormick	Ind	Rand Bldg., Buffalo, NY 14203	Pete Vincelette-GM
WKBW	Blair	Capital Cities	Ind	695 Delaware Ave., Buffalo, NY 14209	Norm Schrutt-GM
WLVL	—	—	ABC-I	320 Michigan St., Lockport, NY 14094	Paul Battaini-GM
WNIA	—	—	MBS	2900 Genessee St., Buffalo, NY 14225	—
WUFO	—	Sheridan	SBN	89 LaSalle Ave., Buffalo, NY 14214	Don Mullins-GM
WWOL/WWOR	Market 4	Associated	MBS	Lafayette Hotel, Buffalo, NY 14203	Paul Butler-GM
WXRL	—	—	MBS	5360 William St., Lancaster, NY 14086	—
WYSL/WPHD	Masla	—	ABC-C	425 Franklin St., Buffalo, NY 14202	Robert Howard-GM
Burlington, VT-Plattsburgh, NY					
WDEV	Devney	—	Ind	9 Stowe St., Waterbury, VT 05676	Craig Parker-GM
WDOT	Schutz/Kadetsky	—	ABC-C	395 College St., Burlington, VT 05401	William A. Hunter-GM
WEZF	Buckley	—	Ind	Box 22, Burlington, VT 05401	Floyd Eckerson-GM
WFAD /	PRO Radio	—	CBS	Box 150, Middlebury, VT 05753	Mark Brady-GM
/ WCVM	"	—	Ind	" "	"
WHWB-AM/FM	—	—	Ind	Box 518, Rutland, VT 05701	Francis McCormack-GM

(Continued)

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
Burlington-Plattsburgh (cont.)					
WIKE	Masla	–	CBS	Box 377, Newport, VT 05855	Dean Finney-GM
WIRY	Masla/Kirby	–	MBS	301-03 Cornelia St., Plattsburgh, NY 12901	Donald Pelkey-GM
WJOY /	PRO Radio	–	CBS	Box 927, South Burlington, VT 05401	Frank Balch-GM
/ WQCR	"	–	Ind	" "	"
WKDR	PRO Radio	–	ABC-E	Box 518, Plattsburgh, NY 12901	Peter Guibord-GM
WSKI	Market 4	–	ABC-E	Box 487, Montepelier, VT 05602	Daniel B. Ruggles-GM
WSNO /	PRO Radio	–	CBS	Box 1, Barre, VT 05641	Alan Noyes-GM
/ WORK	"	–	Ind	" "	"
WSYB/WRUT	Torbet	Goldman	NBC	Dorr Dr., Rutland, VT 05701	Edward Stone-GM
WTSL	Market 4	–	CBS	Box 1400, Lebanon, NH 03766	James M. Canto-GM
WTWN	Masla	–	CBS	Box 249, St. Johnsbury, VT 05819	Dean Finney-GM
WVMT	Torbet	Goldman	NBC	Box 12, Colechester, VT 05446	George Cameron-GM
WWSR-AM/FM	PRO Radio	–	Ind	Box 270, St. Albans, VT 05478	David Kimel-VP
Canton, OH					
WFAH-AM/FM	–	–	ABC-I	Box 718, Alliance, OH 44601	–
WHBC-AM /	Torbet	–	ABC-E	550 Market Ave., S., Canton, OH 44701	Paul Gilmor-GM
/ WHBC-FM	"	–	Ind	" "	"
WINW /	Howard	–	ABC-C	Box 9217, Canton, OH 44711	Jack Steenbarger-GM
/ WOOS	"	–	Ind	" "	"
WNYN	Sav-G/Reg Reps	–	Ind	1515 N. Cleveland Ave., Canton, OH 44703	Donald C. Keyes-GM
WQIO	Selcom	–	Ind	Box 9260, Canton, OH 44711	Doug Collins-GM
WTIG	Devney	–	MBS	Box 573, Massillon, OH 44646	James B. Hopes-GM
WTOF	–	Christian	Ind	Ppls Mrchnt Trust Bldg., Canton, OH 44702	–
Casper, WY					
KATI/KAWY	Masla	–	CBS	Box 2006, Casper, WY 82601	Dan Roberts-GM
KTWO	Katz/McGuire	Harriscope	NBC	Box 2720, Casper, WY 82602	Bob Price-GM
KVOC	Eastman	–	ABC-C	Box 2090, Casper, WY 82601	Fred Hildebrand-GM
Cedar Rapids, IA					
KCRG	McGavren Guild	–	ABC-C	2nd Ave. at 5th St., S.E., Cdr Rapids, IA 52401	Ed Lasko-GM
KHAK-AM/FM	Torbet	–	MBS	100 First Ave., S.E., Cedar Rpaids, IA 52401	Al Fetch-GM
KLWW	Eastman	Black Hawk	Ind	1110 26th Ave., S.W., Cedar Rapids, IA 52404	Don J. Weir-GM
KQCR	–	–	Ind	500 Paramount Bldg., Cedar Rapids, IA 52401	Mike Dulaney-GM
WMT-AM /	Katz	Orion	CBS	Box 2147, Cedar Rapids, IA 52406	Perry Kidder-GM
/ WMT-FM	"	"	Ind	" "	"
Charleston-No. Charleston, SC					
WCSC/WXTC	McGavren Guild	–	Ind	Box 186, Charleston, SC 29402	C.J. Jones-GM
WEZL	Masla	–	NBC	Drawer Z, Charleston, SC 29402	C.A. Barton-GM
WNCG /	Torbet	–	ABC-I	Box 5758, No. Charleston, SC 29406	Wiliam Dudley, III-GM
/ WKTM	"	–	ABC-C	" "	"
WOKE	–	–	CBS	Box 30547, Charleston, SC 29407	–
WPAL /	Howard	–	NBN	Box 3437, Charleston, SC 29407	Ron Cohen-SM
/ WWWZ	"	–	ABC-FM	" "	"
WQSN	Schutz	–	Ind	Drawer 1200, Charleston, SC 29402	John McNiel-GM
WTMA /	Eastman	–	MBS	Box 10208, Charleston, SC 29411	John Trenton-GM
/ WPXI	"	–	Ind	" "	"
Charleston, WV					
WCAW /	Eastman	Capitol	ABC-E	Box 4318, Charleston, WV 25304	Paul Miles-GM
/ WVAF	"	"	ABC-FM	" "	George Assaley-GM
WCHS /	Blair	Rollins	CBS	1111 Virginia St., E., Charleston, WV 25234	Tom Martin-GM
/ WBES	"	"	CBS	" "	Bob Knightstep-GM
WKAZ/WQBE	McGavren Guild	Nininger	ABC-C	Box 871, Charleston, WV 25323	Bob Turley-GM
WKLC-AM/FM	Dome	–	MBS	100 Kanawha Terrace, St. Albans, WV 25177	–
WTIP/WTIO	Masla/Dome	–	NBC	Box 3032, Charleston, WV 25331	G. Zaharis-GM
WXIT	PRO Radio	–	ABC-I	136 High St., Charleston, WV 25311	Frank Blake-GM

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
Charlotte-Gastonia, NC					
WAME	HR/Stone	Mission	Ind	Box 32068, Charlotte, NC 28232	—
WAYS/WROQ	Eastman	Sis Radio	Ind	400 Radio Rd., Charlotte, NC 28216	Claire R. Shaffner-GM
WBT/WBCY	Blair	Jefferson-Pilot	ABC-E	One Julian Price Place, Charlotte, NC 28208	Cullie Tarleton-GM
WEZC	Torbet	EZ Comm.	Ind	Box 4376, Charlotte, NC 28204	Bob Lee-GM
WGIV	Selcom	Bdcst. Ent.	Ind	Box 3856, Charlotte, NC 28203	Ken Goldblatt-GSM
WGNC/WZXI	—	—	ABC-E	Box 2187, Gastonia, NC 28052	—
WHVN	—	—	Ind	Box 18614, Charlotte, NC 28218	—
WIST	—	—	CBS	Box 59, Charlotte, NC 28204	—
WLTC	Devney	—	Ind	Box 3927, Gastonia, NC 28052	James Petty-GM
WPEG	HR/Stone	—	MBS	Box 128, Concord, NC 28025	Charles Hicks-GM
WRPL	—	Lyon	ABC-C	Box 4453, Charlotte, NC 28204	Bob Barnett-GM
WSOC-AM	Christal	Cox	MBS/NBC	Box 2536, Charlotte, NC 28201	Lee Morris-GM
/ WSOC-FM	"	"	ABC-I	" "	"
Chattagnooga, TN					
WDEF-AM/FM	Eastman	Park	CBS	3300 Broad St., Chattagnooga, TN 37402	Michael P. Solan-GM
WDOD-AM	Torbet	Bahakel	ABC-E	Box 4232, Chattanooga, TN 37405	Roy Morris-GM
/ WDOD-FM	"	"	Ind	" "	"
WDXB	Savalli/Gates	—	NBC	Read House, Chattanooga, TN 37402	Bill Nash-GM
WFLI/WSIM	McGavren Guild	—	ABC-C	621 O'Grady Dr., Chattanooga, TN 37409	Michael Benns-GM
WGOW/WSKZ	Katz	—	Ind	Box 4704, Chattanooga, TN 37405	Don Newberg-GM
WMOC	—	—	Ind	3661 Brainerd Rd., Chattanooga, TN 37411	—
WNOO	Lazar	—	SBN	Box 5156, Chattanooga, TN 37406	Fred Webb-GM
Chicago, IL					
WAIT/WLOO	McGavren Guild	Century	Ind	875 N. Michigan Ave., Chicago, IL 60611	Harvey Wittenberg-GM
WBBM-AM	CBS Spot Sales	CBS	CBS	630 N. McClurg Court, Chicago, IL 60611	William C. O'Donnell-GM
/ WBBM-FM	CBS FM Sales	"	CBS	" "	Lois Gredell-GM
WCCQ	Walton	—	Ind	1520 N. Rock Run Dr., Joliet, IL 60435	Woodrow Nelson-GM
WCFL	—	—	MBS	300 N. State St., Chicago, IL 60610	Orrin M. McDaniels-GM
WCLR	Torbet	Bonneville	Ind	875 N. Michigan Ave., Chicago, IL 60611	Chet Redpath-GM
WEFM	HR/Stone	—	Ind	875 N. Michigan Ave., Chicago, IL 60611	Lloyd B. Roach-GM
WFMT-AM/FM	CMBS	—	Ind	500 N. Michigan Ave., Chicago, IL 60611	Raymond Nordstrand-GM
WFVR/WKKD	Walton	Salter	Ind	1884 Plain Ave., Aurora, IL 60505	Charles Filippi-GM
WFYR	RKO Radio	RKO General	Ind	130 E. Randolph, Chicago, IL 60601	James Barker-GM
WGN	Buckley	WGN	Ind	2501 W. Bradley Place, Chicago, IL 60618	Wayne R. Vriesman-SM
WIND	RAR	Westinghouse	ABC-E	625 N. Michigan Ave., Chicago, IL 60611	Mike Faherty-GM
WJJD/WJEZ	PRO Radio	Plough	ABC-I	180 N. Michigan Ave., Chicago, IL 60601	George Dubinetz-GM
WJOB	—	—	Ind	6405 Olcott Ave., Hammond, IN 46320	Julian Colby-GM
WJOL	Robert's	Harris	ABC-I	601 Walnut St., Joliet, IL 60434	William Hansen-GM
/ WLLI	"	"	ABC-FM	" "	"
WJPC	—	—	NBN	820 S. Michigan Ave., Chicago, IL 60605	Charles Mootry-GM
WLAK	Katz	Storer	Ind	400 N. Michigan Ave., Chicago, IL 60611	Jim Haviland-GM
WLS	Blair	ABC	ABC-C	360 N. Michigan Ave., Chicago, IL 60601	Don Bouloukos-GM
/ WDAI	Katz	"	ABC-FM	" "	Larry Divney-GM
WLUP	Christal	—	Ind	875 N. Michigan Ave., Chicago, IL 60611	Les Elias-GM
WMAQ	Eastman	NBC	NBC	Merchandise Mart Plaza, Chicago, IL 60654	Jim Kezios-SM
/ WKQX	"	"	NBC	" "	Wally Ranck-SM
WMET	Masla	Metromedia	Ind	444 N. Michigan Ave., Chicago, IL 60602	Harvey A. Pearlman-GM
WNIB	—	—	Ind	12 E. Delaware St., Chicago, IL 60611	Sonia Florian-GM
WOPA	Caballero	Sonderling	Ind	408 S. Oak Park Ave., Oak Park, IL 60302	Sidney Schneider-GM
/ WBMX	Howard	"	CBS	" "	Ronald Craven-GM
WPRZ/WOJO	Lotus	—	ABC-E	2425 Main St., Evanston, IL 60202	Athena Sofios-GM
WSBC	—	—	Ind	4949 W. Belmont Ave., Chicago, IL 60641	Daniel Lee-GM
/ WXRT	Roslin	—	Ind	" "	Seth Mason-GM
WVON	Selcom	Combined	SBN	6 N. Michigan Ave., Chicago, IL 60602	Earnest James-GM
/ WGCI	"	"	MBS	" "	"

(Continued)

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
Chicago (cont.)					
WWCA	—	—	ABC-E	545 Braodway, Gary, IN 46402	Joseph Haas-GM
WXFM	—	—	Ind	333 N. Michigan Ave., Chicago, IL 60641	Anne Marer-SM
WYCA	—	—	Ind	6336 Calumet Ave., Hammond, IN 46324	Jim Palmer-GM
WYEN	—	—	Ind	2400 E. Devon Ave., Des Plaines, IL 60018	Ed Walters-GM
Cincinnati, OH					
WCIN	Selcom	Bdcst. Ent.	NBN	106 Glenwood Ave., Cincinnati, OH 45217	Sonny Burns-GM
WCKY	Eastman	Federated	ABC-I/CBS	501 Carew Tower, Cincinnati, OH 45202	Philip E. McDonald-GM
/ WWEZ	"	"	Ind	" "	"
WCNW	Regional Reps	—	Ind	Love Park, Fairfield, OH 45014	Joel Thorpe-GM
/ WLVV	P/W Radio	—	Ind	" "	"
WEBN	Torbet	—	Ind	2724 Erie Ave., Cincinatti, OH 45208	Frank E. Wood-GM
WHKK	—	Christian	Ind	100 Commonwealth Ave., Erlanger, KY 41018	—
WKRC	Katz	Taft	ABC-E	1906 Highland Ave, Cincinatti, OH 45219	Harold Calvin-GM
/ WKRQ	"	"	Ind	" "	John Soller-GM
WLQA	Torbet	Susquehanna	MBS	1223 Central Pkwy., Cincinnati, OH 45214	George Hyde-GM
WLW	CBS Spot Sales	—	NBC	3 E. Fourth St., Cincinnati, OH 45202	Charles K. Murdock-GM
/ WLWS	CBS FM Sales	—	ABC-FM	96 Stereo Ln., Hamilton, OH 45013	Dean Phelps-GM
WLYK	—	—	MBS	Box 216, Milford, OH 45150	Mark Jordan-GM
WNOP	—	—	ABC-E	Box 740, Newport, KY 41072	—
WOKV	Selcom	Bdcst. Ent.	Ind	First Nat'l. Bank Bldg., Hamilton, OH 45011	Fred Newbill-SM
WSAI-AM	Blair	Affiliated	ABC-C	W. 8th St. & Matson Pl., Cincinnati, OH 45204	Bob Lorey-GM
/ WSAI-FM	"	"	Ind	" "	Gil Rozzo-GM
WUBE-AM/FM	McGavren Guild	Kaye-Smith	Ind	Box 1232, Cincinnati, OH 45201	Bob English-GM
WZIP	Bunchez	Gore	Ind	1385 Tennessee Ave., Cincinnati, OH 45229	William Miller-GM
Cleveland, OH					
WABQ	HR/Stone	Booth	SBN	2800 Euclid Ave., Cleveland, OH 44115	Lynne Rogers-GM
/ WZZP	"	"	Ind	2644 St. Clair Ave., Cleveland, OH 44114	Gordon Stenback-GM
WBBG	Christal	—	NBC	3940 Euclid Ave., Cleveland, OH 44115	Thomas J. Embrescia-GM
/ WWWM	"	—	Ind	" "	"
WCLV	CMBS	—	Ind	Terminal Tower, Cleveland, OH 44113	C.K. Patrick-GM
WDBN	—	—	Ind	4986 Gateway Dr., Medina, OH 44256	Robert Miller-GM
WDMT	Howard	Beasley	Ind	14781 Sperry Rd., Cleveland, OH 44065	Tim DeCapua-GM
WELW	Regional Reps	—	Ind	36913 Stevens Blvd., Willoughby, OH 44094	Leo D'Arcy-GM
WERE	RKO Radio	—	ABC-I/MBS	1500 Chester Ave., Cleveland, OH 44114	Kim Colebrook-GM
/ WGCL	"	—	ABC-FM	" "	"
WGAR	Blair	Nationwide	ABC-E	9446 Broadview Rd., Cleveland, OH 44147	Art Caruso-GM
/ WKSW	"	"	Ind	1375 Euclid Ave., Cleveland, OH 44115	William Lauer-GM
WHK/WMMS	Katz	Malrite	Ind	Euclid Ave. at E. 12th St., Cleveland, OH 44115	Gil Rosenwald-GM
WJMO	UBC Sales	United	NBN	11821 Euclid Ave., Cleveland, OH 44166	Van Lane-GM
/ WLYT	"	"	Ind	2156 Lee Rd., Cleveland, OH 44118	Bill Becker-GM
WJW	—	—	CBS	13461 Ridge Rd., N. Royalton, OH 44133	Dick Bremkamp-GM
WPVL	—	A.F.G.O.	Ind	1 Radio Place, Painesville, OH 44077	Gary Kneisley-GM
WQAL	McGavren Guild	SJR	Ind	3101 Euclid Ave., Cleveland, OH 44115	Frank Byrne-GSM
WWWE/WDOK	Selcom	Combined	Ind	1250 Superior Ave., Cleveland, OH 44114	Paul R. Aaron-GM
WZAK	Nat'l. Time Sales	—	Ind	1302 Prospect Ave., Cleveland, OH 44115	Joseph Bauer-GM
Colorado Springs, CO					
KIIQ-AM/FM	Eastman	—	ABC-I	Box 111, Manitou Springs, CO 80829	Clifford Miller-GM
KILO	Savalli/Gates	—	Ind	Box 2080, Colorado Springs, CO 80901	James Pinkston-GM
KKCS-AM/FM	HR/Stone	—	ABC-E	228 N. Cascade Ave., Col. Springs, CO 80903	Mike Rosen-GM
KKFM	Bunchez/McGuire	—	Ind	225 S. Academy Blvd., Col.Springs, CO 80910	Richard Baker-GSM
KPIK	Paul Miller	—	ABC-C	Box 1789, Colorado Springs, CO 80901	—
KRDO-AM	Torbet/Moore	—	MBS	3 S. Seventh St., Colorado Springs, CO 80901	Ed Wittrock-SM
/ KRDO-FM	"	—	Ind	" "	"
KSSS	PRO Radio	Journal Star	NBC	Box 740, Colorado Springs, CO 80901	Dino Ianni-GM

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
Colorado Springs (cont.)					
KVOR	Selcom	—	CBS	Box 966, Colorado Springs, CO 80901	Tom Mosher-GM
/ KSPZ	"	—	Ind	" "	"
KWYD	—	—	Ind	Box 5668, Security, CO 80911	—
KYSN	McGavren Guild	—	Ind	Box 1715, Colorado Springs, CO 80901	John Lambert-GM
Columbia, SC					
WCAY	—	—	MBS	Box 125, Cayce, SC 29033	—
WCOS—AM	HR/Stone	—	Ind	Box 748, Columbia, SC 29202	Jess Plumer-GM
/ WCOS-FM	"	—	ABC-I	" "	"
WIS	McGavren Guild	—	NBC	Box 21567, Columbia, SC 29221	Brent Hill-GM
WOIC	Eastman	—	NBN	Box 565, Columbia, SC 29202	Doug Craig-SM
WQXL	BFL&W	—	ABC-E	Box 3277, Columbia, SC 29230	—
WSCQ	—	—	Ind	Box 888, West Columbia, SC 29169	David Wright-GM
WWDM	Howard	—	SBN	Drawer 38, Sumter, SC 29150	Leroy Durant-GM
WXAP/WNOK	Torbet	—	ABC-C	Drawer 50568, Columbia, SC 20205	William McElveen-GM
WXRY	PRO Radio	—	Ind	Box 6827, Columbia, SC 29260	Frank Ward-GM
WZLD	Selcom	—	ABC-FM	1303 State St., Cayce, SC 29033	Bill Hunt-GM
Columbus, GA					
WDAK	Eastman	—	ABC-I	Box 1640, Columbus, GA 31902	Bernie Barker-GM
/ WEIZ	"	—	ABC-E	" "	"
WHYD	—	CLW	Ind	1415 Wynnton Rd., Columbus, GA 31906	—
WOKS	Howard	—	SBN/NBN	Box 1998, Columbus, GA 31902	Ken Woodfin-GM
/ WFXE	"	—	ABC-FM	Box 1100, Columbus, GA 31902	"
WPNX	HR/Stone	—	NBC	Box 687, Columbus, GA 31902	Sidney Kaminsky-GM
WRCG	Selcom	McClure	CBS	Box 1537, Columbus, GA 31902	Pat Fields-GM
/ WCGO	"	"	Ind	" "	"
WVOC	Torbet	Bluegrass	Ind	Box 5387, Columbus, GA 31906	Richard Taylor-GM
Columbus, OH					
WBBY	Lazar	—	ABC-FM	Box 14, Westerville, OH 43081	Ken Bates-GM
WBNS-AM	Blair	—	ABC-I	62 E. Broad St., Columbus, OH 43215	Chris Caggiano-GM
/ WBNS-FM	"	—	Ind	" "	"
WCOL/WXGT	Eastman	Great Trails	Ind	195 E. Broad St., Columbus, OH 43215	Jan McCallister-SM
WHOK-AM/FM	—	A.F.G.O.	Ind	North Memorial Dr., Lancaster, OH 43130	—
WNCI	RKO Radio	Nationwide	ABC-C	4900 Sinclair Rd., Columbus, OH 43229	Harold Hinson-GM
WRFD	Buckley	—	CBS	WRFD Radio, Buckeye Media, Inc., Columbus, OH 43285	Joseph Bradshaw-GM
WMNI/WRMZ	McGavren Guild	—	MBS	Southern Hotel, Columbus, OH 43215	William R. Mnich-GM
WTVN	Katz	Taft	ABC-E	42 E. Gay St., Columbus, OH 43215	Perry Frey-GM
/ WLVQ	"	"	Ind	" "	David Crowl-SM
WVKO-AM/FM	Howard	—	SBN/NBN	4401 Carriage Hill Lane, Columbus, OH 43220	Bert Charles-GM
Corpus Christi, TX					
KCCT	Selcom	—	Ind	Box 5206, Corpus Christi, TX 78405	Jordan Sawyer-GM
KEYS	McGavren Guild	—	Ind	Box 1460, Corpus Christi, TX 78403	E.C. Stern, Jr.-GM
KIKN	Torbet	—	ABC-E	Box 2827, Corpus Christi, TX 78403	Allen Schepper-GM
KIOU	PRO Radio/Riley	—	Ind	807 William Tower, Corpus Christi, TX 78401	Stephen DeWalt-GM
KNCN	HR/Stone	—	Ind	3817 S. Alameda, Corpus Christi, TX 78411	William Seale-GM
KOUL	Savalli/Gates	—	Ind	Box 898, Corpus Christi, TX 78403	Robert Trask, Jr.-GM
KRYS	Masla	Sigmor	ABC-I	Box 9698, Corpus Christi, TX 78408	Joel Lowell-GM
KSIX	—	—	CBS/MBS	Show Room Bldg., Corpus Christi, TX 78401	—
KUNO	Katz/Caballero	Tichenor	Ind	Box 4722, Corpus Christi, TX 78408	Luis Munoz-GM
KZFM	Buckley	—	ABC-C	600 Broadway Bldg., Corpus Christi, TX 78401	Don Sitton-GM

(Continued)

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
Dallas-Ft. Worth, TX					
KAAM	Torbet	Bonneville	MBS	12700 Park Central Dr., Dallas, TX 75251	Joe Meier-SM
/ KAFM	"	"	Ind	" "	"
KBOX/KMEZ	McGavren Guild	Group One	Ind	9900 McCree Rd., Dallas, TX 75238	Chet Maxwell-GM
KESS	Caballero	—	Ind	Box 6195, Ft. Worth, TX 76115	Marcos Rodriquez, Sr.-GM
KFJZ-AM/FM	Christal	Swanson	Ind	Box 1317, Ft. Worth, TX 76101	Richard F. Marcellan-GM
KJIM	—	—	Ind	Box 7321, Ft. Worth, TX 76111	—
KKDA-AM/FM	HR/Stone	—	Ind	Box 707, Grand Prairie, TX 75050	Hymen Childs-GM
KLIF	RKO Radio	—	MBS	2120 Commerce St., Dallas, TX 75201	Charlie Macatee-GM
KMGC	Selcom	Sham/Bdcstg.	Ind	1353 Regal Row, Dallas, TX 75247	David Small-GM
KNOK-AM/FM	Howard	—	NBN	Box 7116, Ft. Worth, TX 76111	William Chatman-GM
KNUS	Masla	—	ABC-FM	2008 Jackson St., Dallas, TX 75201	Doyle Peterson-GM
KOAX	Buckley	Metroplex	Ind	300 Reunion Blvd., Dallas, TX 75207	Jim Stansell-GM
KPBC	—	Crawford	Ind	Box 34219, Dallas, TX 75234	—
KPLX	—	Susquehanna	ABC-E	6465 Spur 303, Ft. Worth, TX 76112	Wally Tucker-GM
KRLD	Katz	Metromedia	ABC-I	7901 Carpenter Frwy., Dallas, TX 75201	Carl Brazell, Jr.-GM
KSKY	—	—	Ind	2927 Maple Ave., Dallas, TX 75201	Andy Bell-GM
KTXQ	CBS FM Sales	Gulf Group	Ind	3626 N. Hall St., Dallas, TX 75219	Bud Stiker-GM
KVIL-AM/FM	Blair	Fairbanks	ABC-C	5307 E. Mockingbird Lane, Dallas, TX 75206	David Spence-GM
WBAP/KSCS	Eastman	Capital Cities	NBC	3900 Barnett St., Ft. Worth, TX 76103	Oliver D. Street IV-SM
WFAA	Major Market	—	CBS/NBC	Communications Center, Dallas, TX 75202	Hal Mayfield-GM
/ KZEW	"	—	CBS	" "	Jeff Poll-GM
WRR	CMBS	—	MBS/NBC	WRR Bldg., Fair Park Station, Dallas, TX 75226	Bill Nicholson-GM
Davenport, IA-Rock Island-Moline, IL					
KSTT	Katz	—	ABC-C	1111 East River Dr., Davenport, IA 52808	Mike Colello-GM
/ WXLP	"	—	ABC-FM	" "	"
KWNT	Robert's Associates	—	ABC-E	1019 Mound St., Davenport, IA 52803	John Hallstrom-GM
WHBF-AM/FM	Buckley	—	CBS	231 18th St., Rock Island, IL 61201	Jack Z. Bennett-GM
WOC	Blair	Palmer	NBC	805 Brady St., Davenport, IA 52808	Don Hanley-GM
/ KIIK	"	"	Ind	" "	"
WQUA	Eastman	MAM	Ind	1801 Sixth Ave., Moline, IL 61265	John R. Dombek-SM
/ KRVR	"	"	Ind	1706 Brody St., Davenport, IA 52803	John A. Flambo-SM
WZZC	—	—	MBS	Box 838, East Moline, IL 61244	Roy Lamberton-GM
Dayton, OH					
WAVI	Howard/Reg Reps	—	ABC-E	1400 Cincinnati St., Dayton, OH 45408	Nancy Rowland-GM
/ WDAO	"	—	SBN/NBN/ ABC-C	" "	"
WDJX	Buckley	—	MBS	44 Kinsey Rd., Xenia, OH 45385	Geoff Vargo-GM
WFCJ	—	—	Ind	Box 222, Miamisburg, OH 45342	Marvin Sparks-GM
WGIC/WBZI	Regional Reps	Baker	Ind	Box 99, Xenia, OH 45385	C. David Richley-GM
WHIO-AM	Christal	Cox	CBS	1414 Wilmington Ave., Dayton, OH 45401	Ron Kempff-GM
/ WHIO-FM	"	"	Ind	" "	"
WING/WJAI	Eastman	Great Trails	Ind	717 E. David Rd., Dayton, OH 45429	Darris Forgy-GM
WONE	McGavren Guild	Group One	ABC-I	11 S. Wilkinson St., Dayton, OH 45402	Don Kidwell-GM
/ WTUE	"	"	Ind	" "	"
WPTW-AM/FM	Regional Reps	—	Ind	1625 W. Covington Ave., Piqua, OH 45356	Joanna Hill-SM
WVUD	Masla	—	ABC-FM	300 College Park Ave., Dayton, OH 45469	George Biersack-GM
Daytona Beach, FL					
WDAT	Masla/BFL&W	—	NBC	Box 5038, Daytona Beach, FL 32018	Phil Knight-GM
WELE-AM	—	—	MBS	Box 4010, South Daytona Beach, FL 32021	Sheldon Katz-VP
/ WELE-FM	—	—	MBS	Drawer F, DeLand, FL 32720	"
WETO	—	—	ABC-I	220 E. Hubbard Ave., DeLand, FL 32720	John Miller-GM
WMFJ	PRO Radio	—	ABC-C	Box 5606, Daytona Beach, FL 32018	Dick Clark-VP
/ WQXQ	"	—	Ind	" "	"
WNDB	HR/Stone	—	CBS	901 Sixth St., Daytona Beach, FL 32015	Copeland W. Guice-GSM
/ WWLV	"	—	Ind	" "	"
WROD	Market 4	Elyria-Lorain	ABC-E	Box 221, Daytona Beach, FL 32015	Willaim Stipsits-GM

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
Denver-Boulder, CO					
KADE/KBCO	P/W Radio	—	Ind	4840 Riverbend Rd., Boulder, CO 80301	Bob Greenlee-GM
KBOL	Eastman	—	ABC-I	Box 146, Boulder, CO 80302	Russ Shaffer-GM
/ KBVL	—	—	ABC-I	" "	"
KBPI	Selcom	—	Ind	4460 Morrison Rd., Denver, CO 80219	Toney Brooks-GM
KDEN	Savalli/Gates	—	ABC-E/NBC	5660 S. Syracuse Circle, Engelwood, CO 80110	Douglas Stephens-GM
KDKO	Howard	—	SBN	Box 418, Littleton, CO 80120	David Segal-GM
KERE	—	Mission	MBS	Box 22703, Denver, CO 80222	Don Waterman-GM
KFML	Savalli/Gates	—	Ind	1602 S. Parker Rd., Denver, CO 80231	Jerry Pound-GM
KHOW-AM/FM	RAR	Doubleday	Ind	Petroleum Club Bldg., Denver, CO 80202	Art Knott-NSM
KIMN	Blair	Jefferson-Pilot	Ind	5350 W. 20th Ave., Denver, CO 80214	Steve Keeney-GM
/ KYGO	"	"	ABC-FM	" "	"
KLAK	Eastman	McCoy	Ind	7075 W. Hampden Ave., Denver, CO 80227	Bob Sharon-GM
/ KPPL	"	"	Ind	" "	James Teeson-GM
KLDR	Major Market	—	MBS	1790 Grant St., Denver, CO 80203	Tom Sherberg-SM
KLZ	McGavren Guild	Group One	ABC-E	2149 S. Holly St., Denver, CO 80222	Sam Yacovazzi-GM
/ KAZY	"	"	Ind	" "	"
KOA	Katz	Gen. Elec.	CBS	Box 5012 T.A., Denver, CO 80217	Brian Cobb-GM
/ KOAQ	"	"	Ind	" "	"
KOSI-AM/FM	Torbet/Moore	—	Ind	Box 98, Aurora, CO 80010	Al Perry-GM
KRKS	—	Anderson	Ind	6535 W. Jewell Ave., Denver, CO 80226	Dick Schroeder-GM
/ KLIR	Christal	"	Ind	" "	Roger Anderson-GM
KTLK	HR/Stone	Welcome	ABC-C	1165 Delaware St., Denver, CO 80204	Anna Morinelli-GM
/ KADX	"	"	ABC-FM	9805 E. Iliff St., Denver, CO 80231	Kenneth Lange-GM
KVOD	CMBS	—	Ind	1601 W. Jewell Ave., Denver, CO 80223	E.E. Koepke-GM
KWBZ	Buckley	—	ABC-I	3 W. Princeton Ave., Englewood, CO 80110	—
Des Moines, IA					
KCBC	PRO Radio	Black Hawk	ABC-E	Box 1404, Des Moines, IA 50305	Sid Shaw-GM
KDMI	—	—	MBS	2907 Merle Hay Rd., Des Moines, IA 50310	—
KIOA/KMGK	Eastman	MAM	Ind	216 Keo Way, Des Moines, IA 50309	Ed Wodka-GM
KRNT	Katz	Stauffer	CBS	Box 1350, Des Moines, IA 50305	Al Lobeck-GM
/ KRNQ	"	"	Ind	" "	"
KSO	Torbet	Stoner	ABC-I	3900 N.E. Broadway, Des Moines, IA 50317	Perry St. John-GM
/ KGGO	"	"	Ind	" "	"
KWKY	—	—	Ind	Box 662, Des Moines, IA 50303	Charles Putbrese-GM
WHO	Blair	Palmer	NBC	1100 Walnut St., Des Moines, IA 50308	Abe Barron-GM
/ KLYF	"	"	Ind	" "	"
Detroit, MI					
CKLW-AM/FM	Christal	—	Ind	Box 282, Southfield, MI 48037	Chuck Camroux-GM
WABX	McGavren Guild	Century	Ind	20760 Coolidge, Detroit, MI 48237	Allan Wilson-GM
WBFG	—	—	Ind	8009 Lyndon Ave., Detroit, MI 48238	—
WCAR	—	—	Ind	32500 Parklane, Garden City, MI 48135	Jack Bailey-GM
WCHB	Howard	—	NBN	2994 E. Grand Blvd., Detroit, MI 48202	Dr. Wendell Cox-GM
/ WJZZ	"	—	Ind	" "	"
WCXI	Katz	Golden West	MBS	18900 James Couzens Hwy., Detroit, MI 48235	John Risher-GM
/ WTWR	"	"	Ind	Renaissance Center, Detroit, MI 48243	Victor Ives-GM
WCZY-AM	Selcom	Combined	ABC-E	21700 Northwestern Hwy., Southfield, MI 48075	Fritz Beesemeyer-Gm
/ WCZY-FM	"	"	Ind	" "	"
WDRQ	Masla	Charter	Ind	15933 W. 8 Mile Rd., Detroit, MI 48235	Joe Bacarella-GM
WGPR	Lazar	—	SBN	3140-6 E. Jefferson Ave., Detroit, MI 48207	Jim Panagos-SM
WHND	Major Market	Greater Media	ABC-C	1 Radio Plaza, Detroit, MI 48220	Allen Gantman-GSM
/ WMJC	"	"	Ind	" "	"
WJLB	HR/Stone	Booth	Ind	2056 City Nat'l Bank Bldg., Detroit, MI 48226	Norman Miller-GM
/ WMZK	HR-Stn/Cab	"	Ind	2010 David Broderick Tower, Detroit, MI 48226	James A. Brown, Jr.-GM
WJR-AM	Eastman	Capital Cities	NBC	Fisher Bldg., Detroit, MI 48202	Norm Zeller-SM
/ WJR-FM	"	"	Ind	" "	Ken Samuel-SM

(Continued)

Detroit, MI (cont.)

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
WLBS	Masla	—	Ind	15565 Northland Dr., Southfield, MI 48075	Janie Washington-GM
WMUZ	—	Crawford	Ind	12300 Radio Place, Detroit, MI 48228	—
WOMC	Torbet	Metromedia	Ind	2201 Woodward Heights, Detroit, MI 48220	William R. Kunkel, Jr.-GM
WQRS	CMBS	—	Ind	1200 Sixth St., Detroit, MI 48226	Phyllis Akers-Pres.
WWJ-AM	CBS Spot Sales	—	CBS	622 Lafayette Blvd., Detroit, MI 48231	E. Lee Leicinger-GM
/ WWJ-FM	"	—	Ind	" "	Shelley Zombo-SM
WWKR	RKO Radio	—	MRS	15001 Michigan Ave., Dearborn, MI 48126	Ed Christian-GM
/ WNIC	"	—	Ind	" "	"
WWWW	Buckley	Sham/Bdcstg.	Ind	2930 E. Jefferson, Detroit, MI 48207	Bartley D. Walsh-GM
WXYZ	Blair	ABC	ABC-I	Box 789, Southfield, MI 48037	Charles Fritz-GM
/ WRIF	"	ABC	ABC-FM	" "	Jay Hoker-GM

Duluth, MN-Superior, WI

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
KAOH-AM/FM	Masla	—	MBS	Box 6167, Duluth, MN 55802	Randy Rogoski-SM
KDAL	Buckley	WGN	CBS	425 W. Superior St., Duluth, MN 55802	Robert Romanko-GM
WAKX-AM/FM	Howard	Latto	ABC-I	410 W. Superior St., Duluth, MN 55802	Lewis Latto-GM
WDSM	Torbet	—	NBC	1105 E. Superior St., Duluth, MN 55802	Robert Ridder, Jr.-GM
WEBC	Katz	Mdwst. Radio	ABC-C	1001 E. Ninth St., Duluth, MN 58805	Don Hoberg-GM
WEVE-AM/FM	Howard	Latto	ABC-C	Box 650, Eveleth, MN 55734	Tom Brazil-GM
WGGR	Lotus/Evans	—	Ind	325 Lake Ave., S. Duluth, MN 55802	John W. Bartikoski-GM
WKKQ	Market 4	—	Ind	Box 1060, Hibbing, MN 55746	Bill Schleppegrell-SM
WWJC	—	—	ABC-F	1120 E. McCuen St., Duluth, MN 58805	Don Hoberg-GM

El Paso, TX

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
KAMA-AM/FM	Estmn/Caballero	—	Ind	4150 Pinnacle St., El Paso, TX 79902	Jack R. McVeigh, Jr.-SM
KELP	Buckley	Clear Channel	Ind	Box 12920, El Paso, TX 79912	John Doran-GM
KFIM	HR/Stone	—	Ind	5411 N. Mesa, El Paso, TX 79912	Ron Marks-GM
KHEY	Katz	—	ABC-I	2419 N. Piedras, El Paso, TX 79930	Jim Phillips-GM
/ KEZB	"	—	Ind	" "	"
KISO/KLOZ	Blair	—	ABC-E	444 Executive Center Blvd., El Paso, TX 79902	Lee Masters-GM
KKOL/KINT	Selcom	—	ABC-C	5959 Gateway, W., El Paso, TX 79925	Chuck Ashworth-GM
KPAS	McGavren Guild	—	Ind	3901 N. Mesa, El Paso, TX 79902	Charlie Cohn-SM
KROD	Torbet	Rex	Ind	4141 Pinnacle, El Paso, TX 79902	Jim Arnold-GM
/ KLAQ	"	"	Ind	" "	Jim Sloane-Pres.
KSET-AM/FM	Christal	Bdcst. Assoc.	MBS	904 Magoffin Ave., El Paso, TX 79904	Ben Schulman-SM
KTSM-AM	PRO Radio	—	NBC	801 N. Oregon, El Paso, TX 79902	John Phelan-GSM
/ KTSM-FM	"	—	Ind	" "	"
XEJ	Lotus	—	Ind	El Paso Nat'l. Bank Bldg., El Paso, TX 97701	Licenciado Rubizewski-GM

Erie, PA

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
WJET	Eastman	M. Jones	Ind	1635 Ash St., Erie, PA 16503	Rick Hanna-GM
WLKK	Buckley	Goldman	Ind	3204 State St., Erie, PA 16508	David W. Gifford-GM
/ WLVU	"	"	CBS	" "	"
WRIE	McGavren Guild	—	ABC-E	Box 2072, Erie, PA 16512	Brady Louis-GM
WWGO	Katz	—	ABC-I	10 E. 12th St., Erie, PA 16501	Larry Garrett-GM
/ WCCK	"	—	ABC-C	" "	"

Eugene-Springfield, OR

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
KASH/KSND	Lotus/Tacher	Sterling	Ind	Box 10767, Eugene, OR 97401	Don Craig-GM
KATR	PRO Radio	—	Ind	130 E. 13th Ave., Eugene, OR 97401	Roy Larson-GM
KBDF/KZEL	Buckley	—	Ind	Box 506, Eugene, OR 97440	Rob Skinner-GM
KEED	Torbet	Monroe	ABC-E/ABC-I	1245 Charnelton St., Eugene, OR 97401	Don Berry-GM
KNND	Radio Time Sales	—	Ind	321 Main St., Cottage Grove, OR 97424	David Pfleger-GM
KORE	Radio Time Sales	—	MBS	2080 Laura St., Springfield, OR 97477	—
KPNW-AM	Katz	—	NBC	Box 1120, Eugene, OR 97401	Roy Cordell-VP
/ KPNW-FM	"	—	ABC-FM	" "	"
KUGN-AM	Selcom/Moore	—	CBS	Box 590, Eugene, OR 97401	Ralph Petti-GM
/ KUGN-FM	" "	—	Ind	" "	"

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
Evansville, IN					
WGBF	McGavren Guild	—	Ind	Box 3486, Evansville, IN 47734	John Reiplinger-GSM
WHKC	—	—	ABC-FM	Box 47, Henderson, KY 42420	—
WIKY-AM/FM	Selcom/RegReps	S. Central	Ind	Box 3848, Evansville, IN 47736	Charles A. Blake-GM
WJPS	PRO Radio	—	ABC-E	405 Sycamore, Evansville, IN 47708	Jerry Smith-GM
WROZ	HR/Stone	Fuqua	ABC-I	Box 139, Evansville, IN 47701	Wilbur J. Walker-GM
WSON/WKDQ	Walton/RegReps	—	CBS	Box 418, Henderson, KY 42420	Henry Lackey-GM
WVHI	Frederick Smith	—	MBS	6621 Kratzville Rd., Evansville, IN 47710	—
Fargo, ND-Moorhead, MN					
KFGO	Katz/Soderlund	Cmnctn. Prop.	CBS	Box 2966, Fargo, ND 58102	Dick Voight-GM
KQWB-AM/FM	Torbet	Midwst. Radio	Ind	Box 2983, Fargo, ND 58102	Jim Lakoduk-GM
KVOX-AM	Howard	Forward	ABC-C	Box 97, Moorhead, MN 56560	Rick Abel-GM
/ KVOX-FM	"	"	ABC-FM	" "	"
WDAY-AM	McGav G/Messner	Forum	CBS/NBC	207 N. Fifth, Fargo, ND 58103	Bill Burn-GM
/ WDAY-FM	" "	"	MBS	" "	"
Fayetteville, NC					
WEEB	—	—	ABC-I	Box 570, Southern Pines, NC 28387	Jack Younts-GM
WFAI	Torbet	Beasley	ABC-E	Box 649, Fayetteville, NC 28302	George Beasley-GM
WFBS	—	—	Ind	Box 707, Spring Lake, NC 28390	George Wilkes, III-GM
WFLB	Masla	—	ABC-C	Box 530, Fayetteville, NC 28302	Jeff Thompson-GM
WFNC	Savalli/Gates	—	CBS	Box 35297, Fayetteville, NC 28303	Paul Michels-GM
/ WQSM	"	—	Ind	" "	"
WIDU	—	—	MBS/SBN	Drawer 2247, Fayetteville, NC 28302	Bill Belche-GM
WIOZ	—	—	Ind	Box 2107, Southern Pines, NC 28387	William Gaston-GM
Flint, MI					
WAMM	Savalli/Gates	—	NBN	1223 S. Grand Traverse, Flint, MI 48502	Mark Alan-GM
WDZZ	—	—	Ind	1 E. First St., Flint, MI 48502	Vern Merritt, Jr.-GM
WFDF	Blair	—	CBS	100 Phoenix Bldg., Flint, MI 48502	Elmer Knopf-GM
WKMF	Katz	Beck-Ross	ABC-E	Box 1470, Flint, MI 48501	Boyd Arnold-GM
/ WGMZ	"	"	Ind	Box 1080, Flint, MI 48501	Greg Fisher-SM
WLQB	Torbet	—	MBS	3217 Lapeer St., Flint, MI 48503	Lynn Martin-GM
/ WWCK	"	—	ABC-FM	" "	"
WTAC	HR/Stone	Fuqua	ABC-C	Box 600, Flint, MI 48501	Peter C. Cavanaugh-GM
WTRX	Eastman	MAM	ABC-I	G-3076 E. Bristol Rd., Flint, MI 48501	Hal Fisher-GM
Ft. Lauderdale-Hollywood, FL					
WAVS	Bunchez	—	Ind	2727 E. Oakland Pk. Blvd., Ft. Ldrdle, FL 33306	—
WAXY	RKO Radio	RKO General	ABC-FM	419 S. Andrews Ave., Ft. Lauderdale, FL 33301	Doug Donoho-GM
WEXY	—	—	Ind	Box 24300, Ft. Lauderdale, FL 33307	Juno Beattie-VP
WFTL	HR/Stone	—	Ind	Box 5333, Ft. Lauderdale, FL 33310	Bob Baldrica-GM
/ WSDO	"	—	Ind	" "	Bill Sherry-GM
WGMA	Savalli/Gates	Cmnty. Svc.	ABC-E	Box WGMA, Hollywood, FL 33024	Jim Glassman-GM
WHYI	McGavren Guild	Metroplex	Ind	2741 N. 29th Ave., Hollywood, FL 33020	—
WKQS	Buckley	—	Ind	One Financial Plaza, Ft. Lauderdale, FL 33394	Gary Starr-SM
WPIP	Bolton	—	Ind	980 W. Atlantic Blvd. Ext., Pompano Beach, FL 33060	Bill Heaton-GM
WRBD/WCKO	PRO Radio	—	ABC-C	4431 Rock Island Rd., Ft. Lauderdale, FL 33319	Robert Bell-GSM
WSRF/WSHE	Selcom	—	Ind	3000 S.W. 60th Ave., Ft. Lauderdale, FL 33314	Gene Milner-GM
Ft. Wayne, IN					
WEZV	Christal	—	Ind	424 Reed Rd., Ft. Wayne, IN 46815	Howard Karlin-GM
WGL	Savalli/Gates	—	CBS	2000 Lwr Hntngtn Rd., Ft. Wayne, IN 46819	Leonard Davis-GM
WIFF	Walton	—	Ind	R.R.2, Auburn, IN 46706	Wayne Paradise-SM
WLYV	Regional Reps	—	ABC-E	925 Anthony Wayne Bank Bldg., Ft. Wayne, IN 46802	Victor Sterling-GM

(Continued)

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
Ft. Wayne (cont.)					
WOWO	RAR	Westinghouse	Ind	203 W. Wayne, Ft. Wayne, IN 46802	Dan Friel-GM
WPTH	HR/Stone	Tarzian	Ind	Box 8071, Ft. Wayne, IN 46808	Ken McGuire-GM
WQHK/WMEF	Eastman	—	Ind	2915 Maples Rd., Ft. Wayne, IN 46806	Gary F. Ransburg-SM
WXKE	Masla	—	NBC	4740 Coldwater Rd., Ft. Wayne, IN 46805	—
Fresno, CA					
KARM	Buckley	—	MBS	732 N. Van Ness Ave., Fresno, CA 93728	Robert Walker-GM
KBIF	—	Cascade	Ind	261 N. Broadway, Fresno, CA 93701	David Jack-Pres.
KEAP	Sandeberg-Glenn	—	MBS	305 N. Valentine, Fresno, CA 93706	—
KFIG	CBS FM Sales	—	ABC-FM	2220 Tulare St., Fresno, CA 93721	Miles Sexton-GM
KFRE	McGavren Guild	—	ABC-I	999 N. Van Ness Ave., Fresno, CA 93728	Tal Jonz-GM
/ KFRY	"	—	Ind	" "	"
KFYE	Selcom	—	Ind	Fresno Townhouse, Fresno, CA 93721	Mike Purcell-GM
KGST	Lotus	—	Ind	Box 11868, Fresno, CA 93775	Benjamin Gutierrez-GM
KIOY	HR/Stone	—	Ind	12592 S. Cedar Ave., Fresno, CA 93725	Gary Willson-GM
KKNU	Torbet/Moore	—	Ind	Box 4261, Fresno, CA 93744	John Tilson-GM
KLIP	—	—	SBN	Box 573, Fowler, CA 93625	Woody Miller-GM
KMAK	Blair	—	ABC-E	2020 E. McKinley Ave., Fresno, CA 93703	Jerry Holt-GM
KMJ-AM	Katz	McClatchy	CBS/NBC	3636 N. First St., Fresno, CA 93726	Jim Wilson-GM
/ KMJ-FM	"	"	NBC	" "	"
KXEX	Caballero	—	Ind	Box 1613, Fresno, CA 93717	John Sonder-GM
KXQR	PRO Radio	—	Ind	Box 9790, Fresno, CA 93794	Bill Dallas-GM
KYNO-AM/FM	Eastman	—	Ind	2125 N. Barton Ave., Fresno, CA 93703	Sam Carter-GM
Grand Rapids, MI					
WCUZ	Eastman	Federated	ABC-I	1 McKay Tower, Grand Rapids, MI 49503	Ronald J. Dykstra-GM
/ WFFX	"	"	Ind	" "	"
WFUR-AM/FM	—	Kuiper	Ind	399 Garfield Ave., S.W., Grand Rapids, MI 49504	William Kuiper, Sr.-GM
WGRD-AM/FM	Torbet	Regional	Ind	122 Lyon, N.W., Grand Rpaids, MI 49502	Don Anderson-GM
WHTC-AM	—	—	MBS	87 Central Ave., Holland, MI 49423	William Gargano-SM
/ WHTC-FM	—	—	MBS	Box 911, Holland, MI 49423	"
WJBL-AM/FM	—	—	Ind	5658 143rd Ave., Holland, MI 49423	Peter Vanden Bosch-GM
WJFM	Buckley	Fetzer	MBS	280 Ann St., N.W., Grand Rapids, MI 49504	Stanton C. Smart-SM
WLAV-AM	McGavren Guild	—	ABC-C	Waters Bldg., Grand Rapids, MI 49502	Hal Payne-SM
/ WLAV-FM	"	—	ABC-FM	" "	Dennis Lemon-SM
WMAX	Frederick Smith	—	MBS	205-B Waters Bldg., Grand Rapids, MI 49503	James Gaskin-GM
WOOD-AM/FM	Katz	—	NBC	120 College Ave., S.E., Grand Rapids, MI 49502	Mike Lareau-GM
WYGR	Frederick Smith	—	Ind	325 28th St., S.E., Grand Rapids, MI 49508	—
WZZR	Selcom	—	Ind	3655 Alpine, N.W., Comstock, MI 49321	Hal Payne-GM
Great Falls, MT					
KAAK	McGuire	—	ABC-FM	2307 10th Ave., S., Great Falls, MT 59405	Steve Feder-GM
KARR	Market 4	Enterprise	CBS	Box 31038, Great Falls, MT 59403	John Hiebert-GM
KEIN	Masla	Meyer	NBC	Box 1239, Great Falls, MT 59403	Robert Schuller-SM
KMON	Eastman	—	ABC-I	7 Holliday Village, Great Falls, MT 59405	Steve French-GM
/ KNUW	"	—	ABC-E	" "	"
KQDI/KOOZ	PRO Radio	—	Ind	Box 6760, Great Falls, MT 59403	David Norman-GM
Green Bay, WI					
WDUZ-AM/FM	HR/Stone	—	ABC-C	Box 36, Green Bay, WI 54305	Ken Peterson-SM
WGEE	Blair	—	CBS	115 S. Jefferson St., Green Bay, WI 54301	John Zucker-GM
/ WIXX	"	—	ABC-FM	" "	Dennis Mentzos-GM
WNFL	Buckley	Cmnctn. Prop.	NBC	Box 520, Green Bay, WI 54305	Jim Zimmermann-GM
WOMT	Dore/Walton	—	Ind	Box 685, Manitowoc, WI 54220	Don Seehafer-GM
WYNE	Market 4	—	ABC-C	Box 1182, Appleton, WI 54911	Ned Hughes-GM

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
Greensboro-High Point-Winston-Salem, NC					
WAAA	Howard	—	NBN	Box 11197, Winston-Salem, NC 27106	Mutter Evans-GM
WAIR/WSEZ	Buckley	—	Ind	Box 2099, Winston-Salem, NC 27102	Nick Patella-GM
WBIG	Torbet	—	CBS	Box 20204, Greensboro, NC 27420	Dan Griffin-SM
WBUY	—	—	Ind	Box 668, Lexington, NC 27292	Greeley Hilton-GM
WCOG	HR/Stone	Thoms	ABC-C	4635 Tower Rd., Greensboro, NC 27410	James P. Poston-GM
WEAL	Howard	—	SBN	Box 6626, Greenboro, NC 27405	Morgan Poag-GM
WGBG	—	—	ABC-I	Box 22005, Greensboro, NC 27420	Ralph Lambeth-GM
WGOS	—	—	Ind	Box 7128, High Point, NC 27264	—
WKZL	Katz	—	Ind	Box 11967, Winston-Salem, NC 27106	Patricia Hoops-GM
WMFR-AM	Devney	—	ABC-E	Box 2208, High Point, NC 27261	Frank Lambeth-GM
/ WMFR-FM	"	—	ABC-FM	" "	"
WOKX/WGLD	Blair	Mann	Ind	Box 2808, High Point, NC 27261	Bernard Mann-GM
WPET	—	Executive	Ind	Box 950, Greensboro, NC 27402	Thomas V. Armshaw-GM
/ WRQK	Eastman	"	MBS	" "	"
WQMG	Howard	—	Ind	Box 6702, Greensboro, NC 27405	M. Rees Poag-GM
WSJS	McGavren Guild	Summit	NBC	Box 3018, Winston-Salem, NC 27102	Richard Barron-GM
/ WTQR	"	"	Ind	" "	"
WSMX	—	—	Ind	3066 Trenwest Dr., Winston-Salem, NC 27103	—
WTOB	Eastman	—	ABC-C	Box 5129, Winston-Salem, NC 27103	John Woods-GM
WZOO	—	—	Ind	Box 460, Asheboro, NC 27203	Garry Jarrett-GM
Greenville-New Bern-Washington, NC					
WELS	—	—	Ind	Box 3384, Kinston, NC 28501	Jack Hankins-GM
WFAG/WRQR	—	—	Ind	Box 229, Farmville, NC 27828	L. Gene Gray-GM
WFTC	—	—	ABC-E	Box 609, Kinston, NC 28501	Bill Woodward-GM
/ WRNS	—	—	Ind	" "	Sammy Knowles-GM
WITN-AM	Katz	—	ABC-E/ABC-I	Box 793, Washington, NC 27889	Robert Frowein-GM
/ WITN-FM	"	—	ABC-FM	" "	"
WNCT-AM/FM	Eastman	Park	CBS	Box 7167, Greenville, NC 27834	Reeves Fowler-GM
WOOW	PRO Radio	—	ABC-C	Box 647, Greenville, NC 27834	Danny Jacobson-GM
WQDW	—	—	Ind	Box 3333, Kinston, NC 28501	—
Greenville-Spartanburg, SC					
WASC	Howard	—	ABC-C	Box 5686, Spartanburg, SC 29301	James Harrelson-GM
WESC-AM/FM	Buckley	—	ABC-E	Box 660, Greenville, SC 29602	John Y. Davenport-GM
WFBC-AM	Katz	Multimedia	NBC	Box 1330, Greenville, SC 29602	Dave Hammond-GM
/ WFBC-FM	"	"	ABC-FM	" "	"
WGXL	Selcom	—	ABC-I	Box 2206, Greenville, SC 29602	Monty DuPuy-GM
WHYZ	—	—	NBN	Box 4308, Greenville, SC 29608	Raymond Somers-SM
WKDY	—	Capitol Corp	ABC-E	Box 5035, Spartanburg, SC 29304	Paul Howard-GM
WMRB	—	—	CBS	Box 8876, Greenville, SC 29604	Evelyn Rust-GM
WMUU-AM/FM	—	—	Ind	920 Wade Hampton Blvd., Greenville, SC 29609	Dayton Walker-GM
WORD	Eastman	—	Ind	Box 3257, Spartanburg, SC 29304	Tom Herndon-SM
WQOK	HR/Stone	—	ABC-C	Box 7777, Greenville, SC 29610	T.C. Hooper-GM
WSPA-AM	McGavren Guild	—	CBS	224 E. Main St., Spartanburg, SC 29301	Dick Stakes-GM
/ WSPA-FM	"	—	Ind	" "	"
Harrisburg, PA					
WCMB	Christal	McKenna	ABC-I	Box 3433, Harrisburg, PA 17105	Harvey J. Tate-GM
/ WSFM	"	"	ABC-FM	" "	"
WFEC	McGavren Guild	Great Scott	ABC-E/MBS	112 Market St., Harrisburg, PA 17101	Chuck Betyeman-GM
WHP-AM	Katz	—	CBS	Box 1507, Harrisburg, PA 17105	Joseph Higgins-GM
/ WHP-FM	"	—	Ind	" "	"
WHYL-AM	PRO Radio	—	Ind	Box 219, Carlisle, PA 17013	Chuck Larsen-GM
/ WHYL-FM	"	—	MBS	" "	"
WKBO	Blair	—	Ind	411 S. 40th St., Harrisburg, PA 17111	J. Albert Dame-GM
/ WRHY	"	—	Ind	R.D. #4, York, PA 17404	John Dame-GM
WQVE	Torbet	—	Ind	111 E. Strawberry, Mechanicsburg, PA 17055	Ira Rosenblatt-GM
WTPA	—	Newhouse	Ind	Box 2775, Harrisburg, PA 17105	—

(Continued)

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
Hartford-New Britain, CT					
WCCC-AM/FM	Selcom/Knight	—	ABC-C	11 Asylum St., Hartford, CT 06103	Sy Dresner-GM
WDRC-AM/FM	Buckley	Buckley	Ind	869 Blue Hills Ave., Bloomfield, CT 06002	Richard Korsen-GM
WHCN	Masla	Beck-Ross	ABC-FM	1039 Asylum St., Hartford, CT 06105	Bill Lee-GM
WINF	HR/Stone	—	ABC-I	257 E. Center St., Manchester, CT 06040	Jeff Jacobs-GM
WKND	Lazar	—	NBN	Box 1480, Windsor, CT 06095	Kenneth Dawson-GM
WKSS	Blair	Insilco	Ind	2 Wethersfield Ave., Hartford, CT 06114	Thomas Durney-GM
WMLB	—	—	ABC-I	630 Oakwood Ave., West Hartford, CT 06110	Philip Burgess-GM
WPOP	Torbet/Kadetsky	Merv Griffin	CBS	Box 11-1410, Hartford, CT 06111	Al Pellegrino-GM
/ WIOF	"	"	ABC-E	Box 2719, Waterbury, CT 06720	"
WRCQ	Christal	—	MBS	Radio Park, Farmington, CT 06032	Enzo De Dominicis-GM
/ WRCH	"	—	Ind	" "	"
WTIC-AM	Katz	—	NBC	1 Financial Plaza, Hartford, CT 06103	Perry Ury-GM
/ WTIC-FM	"	—	Ind	" "	"
WWYZ	CBS FM Sales	—	Ind	One Broadcast Lane, Waterbury, CT 06706	Fred Erwin-GM
Honolulu, HI					
KAHU/KULA	PRO Radio	Withers	MBS	Box 1007, Waipahu, HI 96797	Ann Laskowski-GM
KAIM-AM/FM	—	—	Ind	Box 375, Honolulu, HI 96809	—
KCCN	PRO Radio	Grayson	Ind	900 Fort St., Honolulu, HI 96813	Ronnie Hope-GM
KGMB	Eastman/Tacher	Heftel	Ind	1599 Kapiolani Blvd., Honolulu, HI 96814	Jim Stovall-SM
KGU	Blair	—	NBC	605 Kapiolani Blvd., Honolulu, HI 96813	Don Metzger-GM
KHVH	Buckley	—	ABC-E/CBS/NBC	1060 Bishop St., Honolulu, HI 96813	Ray Sweeney-SM
KIKI	Masla	Pacific FM	ABC-C	841 Bishop St., Honolulu, HI 96813	Jeff Coelho-GM
KIOE	Nat'l. Time Sales	—	ABC-C	575 Cooke St., Honolulu, HI 96813	—
KISA	—	—	Ind	705 N. King St., Honolulu, HI 96817	—
KKAI	—	—	Ind	1750 Kalakaua Ave., Honolulu, HI 96826	Saul Levine-GM
KKUA/KQMQ	HR/Stone	—	Ind	765 Amana St., Honolulu, HI 96814	Dennis Brown-GM
KLEI	Buckley	—	Ind	Box C, Kailua, Oahu, HI 96734	Tom Kemp-GM
KOHO	—	—	Ind	1140-A 12th Ave., Honolulu, HI 96816	—
KORL	Christal	—	Ind	Box 27888, Honolulu, HI 96827	Pat O'Day-GM
KPOI	Katz	Sudbrink	ABC-E/NBC	741 Bishop St., Honolulu, HI 96813	Ron Ruth-GM
/ KDUK	"	"	Ind	" "	"
KUMU-AM/FM	Torbet/Moore	—	Ind	2005 Kalia Rd., Honolulu, HI 96815	John Weiser, Jr.-GM
KZOO	—	—	Ind	250 Ward Ave., Honolulu, HI 96814	—
Houston-Galveston, TX					
KAUM	RKO Radio	ABC	ABC-C	1201 Fannin Bank Bldg., Houston, TX 77030	Willard Lochridge-GM
KCOH	PRO Radio	—	SBN	5011 Almeda St., Houston, TX 77004	Mike Petrizzo-GM
KENR	Katz	—	Ind	2 Greenway Plaza, E., Houston, TX 77046	Robert Chandler-GM
/ KRBE	"	—	Ind	2500 West Loop, S., Houston, TX 77027	Bob Fauser-GM
KEYH	Lotus	—	Ind	3130 Southwest Frwy., Houston, TX 77098	Joyce Becker-GSM
KFMK	—	—	Ind	S. Main & Dryden, Houston, TX 77025	—
KGBC	Savalli/Gates	—	Ind	Box 1138, Galveston, TX 77550	—
KIKK-AM/FM	Torbet	Sonderling	Ind	6306 Gulfton Dr., Houston, TX 77081	Deane Hardy-GSM
KILT-AM/FM	Blair	LIN	Ind	500 Lovett Blvd., Houston, TX 77006	Dickie Rosenfeld-GM
KLAT	Caballero	—	Ind	101 N. Milby Plaza, Houston, TX 77003	Marcos Rodriques, Sr.-GM
KLEF	CMBS	Entercom	Ind	5353 W. Alabama, Houston, TX 75226	Steve Shepard-GM
KLVL	Nat'l. Time Sales	—	Ind	111 N. Ennis St., Houston, TX 77003	—
KMJQ	McGavren Guild	Amaturo	Ind	3100 Richmond Ave., Houston, TX 77098	John Bitting-GSM
KNUZ/KQUE	HR/Stone	—	ABC-I	Box 188, Houston, TX 77001	Vesta Brandt-SM
KODA	Selcom	Westinghouse	Ind	4808 San Felipe Rd., Houston, TX 77027	Milt Willis-SM
KPRC	CBS Spot Sales	—	NBC	Box 2222, Houston, TX 77001	Jack Harris-GM
KRLY	Masla	SJR	Ind	2630 Fountainview Dr., Houston, TX 77057	Michael Raymond-GM
KTRH	Christal	—	CBS/MBS	Box 1520, Houston, TX 77001	Hal Kemp-GM
/ KLOL	"	—	Ind	" "	"
KULF	Eastman	Harte-Hanks	Ind	2100 Travis, Houston, TX 77002	Dick French-GM
/ KYND	"	"	Ind	" "	Vici Williams-GM
KYOK	Buckley	Sham/Bdcstg.	NBN	3001 LaBranch, Houston, TX [illegible]004	Bernard Walker-GM

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
Huntington, WV-Ashland, KY					
WAMX	Torbet	—	ABC-E	Box 309, Ashland, KY 41101	Dick Martin-GM
WCMI	Regional Reps	—	CBS	Box 949, Ashland, KY 41101	Jack Gillette-SM
WEMM	—	Christian	Ind	1307 16th St., Huntington, WV 25731	—
WGNT	Torbet	Stoner	NBC	Box 1539, Huntington, WV 25716	Toufle Kassab-GM
WIRO/WITO	Regional Reps	—	MBS	Box 292, Ironton, OH 45638	Kenneth Auble-GM
WKEE-AM/FM	McGavrenG/Reg Reps	Reeves	ABC-C	Box 2288, Huntington, WV 25724	Jim Eblin-GM
WKSD	—	—	MBS	Box 390, Huntington, WV 25708	—
WNST	—	—	Ind	900 10th Ave., Huntington, WV 25701	—
WTCR	Selcom	Greater Media	ABC-I	Radio Park Rd., Cattlesburg, KY 41129	Mike Kirtner-GM
/WHEZ	"	"	Ind	" "	"
Huntsville, AL					
WAAY	Torbet	Smith	Ind	Box 2041, Huntsville, AL 35804	Wayne Johnson-GM
WAHR	Savalli/Gates	—	ABC-FM	1106 Times Bldg., Huntsville, AL 35801	William Lane-GM
WBHP	PRO Radio	—	ABC-I	Box 547, Huntsville, AL 35804	W.H. Pollard, Jr.-GM
WEUP	—	—	SBN	2609 Jordan Lane, N.W., Huntsville, AL 35806	Leroy Garrett-GM
WFIX	Frederick Smith	J.B. Falt	CBS	Box 7, Huntsville, AL 35804	J.B. Falt, Jr.-GM
WJMW	—	—	MBS	Box 386, Athens, AL 35611	Homer Dunnavant-GM
/WZYP	—	—	ABC-C	" "	"
WVOV	Devney	—	Ind	Box 5188, Huntsville, AL 35805	Larry Coates-GM
Indianapolis, IN					
WATI	Masla	Tarzian	Ind	3490 Bluff Rd., Indianapolis, IN 46217	Bob Lamb-GM
WBRI	—	—	Ind	4802 E. 62nd St., Indianapolis, IN 46220	Gary Arnold-GM
WCBK-AM/FM	—	Keister	Ind	217 E. Washington St., Martinsville, IN 46151	David Keister-GM
WFBM	Walton/Reg. Reps	—	Ind	2401 Cicero Rd., Noblesville, IN 46060	Dr. Wendell Hansen-GM
WFMS	Torbet	Susquehanna	NBC	2255 N. Hawthorne Ln., Indianapolis, IN 46218	Larry Grogen-GM
WIBC/WNAP	Blair	Fairbanks	Ind	2835 N. Illinois St., Indianapolis, IN 46208	James Hilliard-GM
WIFE	Buckley	—	MBS	1440 N. Meridian St., Indianapolis, IN 46202	Pat Kelly-SM
WIFN	Regional Reps	—	MBS	Box 194, Franklin, IN 46131	Ron Douglas-GM
WIKS	Christal	Heftel	Ind	1800 N. Meridian St., Indianapolis, IN 46202	Bill Powell-GM
WIRE	Eastman	MAM	ABC-E	4560 Knollton Rd., Indianapolis, IN 46208	Don N. Nelson-GM
/WXTZ	"	"	Ind	" "	"
WNDE	Katz	Gulf Group	ABC-C	6161 Fall Creek Rd., Indianapolis, IN 46220	Ken Wolt-GM
/WFBQ	"	"	ABC-FM	" "	"
WNON	Walton/Reg. Reps	—	MBS	Box 227, Lebanon, IN 46052	Warren A. Wright-GM
WSVL-AM/FM	Regional Reps	—	Ind	Box 338, Shelbyville, IN 46176	John A. Hartnett-GM
WTLC	HR/Stone	—	NBN	2126 N. Meridian St., Indianapolis, IN 46202	Al Hobbs-GM
WTTS	PRO Radio	Tarzian	ABC-E	535 S. Walnut St., Bloomington, IN 47401	R.G. Holben-GM
/WGTC	"	"	ABC-I	" "	"
WXLW	Savalli/Gates	—	CBS	3003 Kessler Blvd., Indianapolis, IN 46222	Stan Barrett-GM
Jackson, MS					
WJDX	Eastman	—	NBC	Box 2171, Jackson, MS 39205	Marshall Magee-GM
/WZZQ	"	—	Ind	" "	"
WJQS	—	—	CBS	Box 22604, Jackson, MS 39205	—
WKXI	HR/Stone	—	SBN	Box 9446, Jackson, MS 39206	Robert O'Brien, Jr.-GM
/WTYX	"	—	NBC	" "	"
WLIN	McGavren Guild	—	Ind	Box 12247, Jackson, MS 39211	Charles Fletcher-GM
WOKJ	Howard	Roden	NBN	Box 3320, Jackson, MS 39207	Zane Roden-GM
/WJMI	"	"	ABC-FM	" "	"
WSLI	Katz	Capitol	ABC-E	Box 8887, Jackson, MS 39204	Dick Voorhis-GM
/WJFR	"	"	Ind	" "	Robert Nations-SM
WYIG	Torbet	—	ABC-C	750 N. State, Jackson, MS 39201	Bill Thomas-GM

(Continued)

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
Jacksonville, FL					
WAPE	Eastman	Sis Radio	Ind	Box 486, Orange Park, FL 32073	Michael Portney-SM
WBIX	Frederick Smith	—	Ind	Box 16656, Jacksonville, FL 32216	Carmen Macri-GM
WCRJ	—	CLW	Ind	5900 Pickettville Rd., Jacksonville, FL 32205	—
WERD	PRO Radio	—	SBN	Box 2467, Jacksonville, FL 32203	Ronald Cohn-VP
WEXI	Savalli/Gates	—	MBS	5621 Commerce St., Jacksonville, FL 32211	—
WIVY	Torbet	—	Ind	3100 University Blvd., S., Jacksonville, FL 32216	Gary Rodriquez-GM
WJAX-AM /	HR/Stone	—	CBS	Box 1740, Jacksonville, FL 32201	Stan Sanders-GM
/ WJAX-FM	"	—	ABC-C	" "	"
WJEE	Masla	—	Ind	1636 Shadowood Ln., Jacksonville, FL 32207	Bob Reuschle-GM
WJNJ	Bunchez	—	Ind	Box 608, Atlantic Beach, FL 32233	Bill Bivens-VP
WKTZ-AM/FM	Katz	—	Ind	Arlington Expy., Jacksonville, FL 32211	Bill Powley-SM
WOZN	—	—	Ind	Box 3322, Jacksonville, FL 32206	—
WPDQ	Howard	—	Ind	1221 King St., Jacksonville, FL 32204	Willie Martin-GM
WQIK-AM /	McGavren Guild	—	MBS	Box 6978, Jacksonville, FL 32205	Robert Rowland-GM
/ WQIK-FM	"	—	ABC-E	" "	"
WSNY /	Buckley	Rounsaville	ABC-I	6869 Lenox Ave., Jacksonville, FL 32205	Elton Chick-GM
/ WAIV	"	"	Ind	" "	"
WVOJ	Blair	Gulf Group	NBC	1435 Ellis Rd., Jacksonville, FL 32205	Bill Thomas-GM
Johnson City-Kingsport, TN-Bristol, VA					
WETB	Frederick Smith	—	MBS	Box 1716, Johnson City, TN 37601	Arthur Kelsey-GM
WFHG /	McGavren Guild	Nininger	ABC-C	Box 799, Bristol, VA 24201	Pete Nininger-GM
/ WXBQ	"	"	ABC-I	" "	"
WGOC	—	—	Ind	Box 1369, Kingsport, TN 37662	Phil Roberts-GM
WIDD-AM/FM	—	—	Ind	Box A, Elizabethton, TN 37643	Fred Davis-GM
WJCW /	HR/Stone	—	CBS	Box W, Johnson City, TN 37601	Rocky Stone-GM
/ WQUT	"	—	Ind	" "	"
WJSO	PRO Radio	—	Ind	Box 5188, Johnson City, TN 37601	Norman Thomas, Jr.—VP
WKIN	Torbet	Bahakel	Ind	531 E. Market St., Kingsport, TN 37662	Ken Maness-GM
WKPT-AM /	Buckley/BFL&W	Home News	NBC	222 Commerce St., Kingsport, TN 37660	Robert Ratcliff-GM
/ WKPT-FM	"	"	ABC-E	" "	"
WKYE	P-W/Smith	—	Ind	Box 706, Bristol, VA 24201	Jack Lawyer-GM
WOPI	Carpenter	—	NBC	1234 W. State St., Bristol, TN 37620	Paul Culp-GM
WZAP	Market 4	—	MBS	Box 1038, Bristol, VA 24201	Al Morris-GM
Kalamazoo-Portage, MI					
WBUK	PRO Radio	McV-Gens.	ABC-E	9112 S. Westnedge Ave., Kalamazoo, MI 49002	Gary Ballard-GM
WKNR /	HR/Stone	—	ABC-C	1 W. Michigan Mall, Battle Creek, MI 49014	David L. Hicks-GM
/ WKFR	"	—	Ind	" "	"
WKMI	Eastman	—	ABC-C	1360 Melody Ln., Kalamazoo, MI 49005	David Steere-GM
WKPR	—	Kuiper	Ind	Box 867, Kalamazoo, MI 49005	—
WKZO	Buckley	Fetzer	CBS	590 W. Maple St., Kalamazoo, MI 49008	Otis T. Gaston-SM
WQLR	Masla	—	Ind	Industrial State Bank Bld., Kalamazoo, MI 49007	Stephen Trivers-GM
WYYY	Walton	—	MBS	2315 Schippers Ln., Kalamazoo, MI 49001	Mike Day-SM
Kansas City, MO					
KBEA	P/W Radio	—	ABC-I/MBS	Box 1347, Mission, KS 66222	Thomas Schulte-GM
KBEQ	Christal	—	ABC-C	3100 Broadway, Kansas City, MO 64111	Jim Smith-GM
KCCV	—	—	Ind	10841 E. 28th St., Independence, MO 64052	Rodney Kincaid-SM
KCKN-AM/FM	McGavren Guild	Kaye-Smith	Ind	Box 1165, Kansas City, KS 66117	Neil Maberry-SM
KCMO /	Major Market	Meredith	ABC-E	4500 Johnson Dr., Fairway, KS 66201	Steve Shannon-GM
/ KCEZ	"	"	Ind	" "	"
KCNW	—	—	MBS	Box 461, Shawnee Mission, KS 66201	Tom Schulte-GM
KFIX-AM/FM	—	—	MBS/NBC	4722 Broadway, Kansas City, MO 64112	Ronald Voss-GM
KJLA	Masla	—	Ind	3435 Broadway, Kansas City, MO 64111	Wilton Osborn, II-GM
KMBZ /	Torbet	Bonneville	CBS	4935 Belinder Rd., Shawnee Mission, KA 66205	Walton Lochman-GM
/ KMBR	"	"	Ind	" "	Donald Bybee-GM

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
Kansas City (cont.)					
KPRT/KPRS	Howard	—	MBS	Three Crown Center, Shawnee Mission, KS 66205	John Carter-GM
KUDL	Selcom	Sham/Bdcstg.	ABC-FM	6230 Eby St., Shawnee Mission, KS 66202	Ken Hoag-GM
KWKI	—	Swaggart	Ind	1722 Main, Kansas City, MO 64103	—
KXTR	CMBS	—	MBS	Box 1605, Kansas City, MO 64141	Robert P. Ingram-GM
WDAF	Katz	Taft	ABC-I	Signal Hill, Kansas City, MO 64108	Dave Martin-GM
/ KYYS	″	″	Ind	″ ″	Bob Garrett-GM
WHB	Blair	Storz	Ind	106 W. 14th St., Kansas City, MO 64105	James Erwin-GM
Knoxville, TN					
WATO	—	—	Ind	Box 3268, Oak Ridge, TN 37830	L.B. Saunders-SM
WBIR-AM	Katz	Multimedia	CBS	1513 Hutchinson Ave., Knoxville, TN 37917	Dave Russell-GM
/ WBIR-FM	″	″	ABC-I	″ ″	″
WEAG	—	—	Ind	Box 127, Alcoa, TN 37701	Herman Petre-GM
WEZK	Selcom	S. Central	Ind	Box 1388, Knoxville, TN 37901	Carlos Kivett-GM
WGAP	—	—	Ind	Box 607, Maryville, TN 37801	Steve Corbett-GM
WIVK-AM/FM	Torbet	Dick Bdcstg.	ABC-E	Box 10207, Knoxville, TN 37919	James Dick-GM
WJBE	Frederick Smith	—	SBN	Box 281, Knoxville, TN 37901	Jim Clark-GM
WKGN	Schutz	—	Ind	Box 1870, Knoxville, TN 37901	Ted Delacourt-GM
WKXV	—	—	Ind	Box 2269, Knoxville, TN 37901	—
WNOX	Blair	Scripps-How.	ABC-C	4400 Whittle Springs Rd., N.E., Knoxville, TN 37917	Chris Gallu-GM
WORI/WOKI	Buckley	—	MBS	114 Tulsa Rd., Oak Ridge, TN 37830	John Pirkle-GM
WRJZ	McGavren Guild	—	Ind	Box 3367, Knoxville, TN 37917	Ron Hamilton-SM
Lafayette, LA					
KPEL	HR/Stone	—	ABC-I	Box 52046, Lafayette, LA 75005	Ronald J. Gomez, Jr.-GM
/ KTDY	″	—	Ind	″ ″	″
KSMB	—	—	Ind	Box 3345, Lafayette, LA 70502	Tom Galloway-GM
KVOL	PRO/BFL&W	Kirk	NBC	Box 3030, Lafayette, LA 70501	Jim Trahan-GM
KXKW	Torbet	—	Ind	Box J, Lafayette, LA 70502	James Hoffpauir-GM
Lakeland-Winter Haven, FL					
WGTO	Masla	Hubbard	ABC-E	Box 123, Cypress Gardens, FL 33880	Dick Bennick-GM
WONN	PRO/BFL&W	—	NBC	Box 2038, Lakeland, FL 33802	—
WPCV	PRO/BFL&W	—	ABC-E	Box 9206, Winter Haven, FL 33880	Herbert Stewart-GM
WQPD	—	—	ABC-C	Box 827, Lakeland, FL 33802	Bob Kelly-GM
WSIR	—	—	ABC-I	Box 633, Winter Haven, FL 33880	Randall Jeffery-GM
WVFM	Torbet	—	Ind	Box 2655, Lakeland, FL 33803	Bud Kurtz-GM
WWAB	—	—	SBN	Box 65, Lakeland, FL 33802	—
Lancaster, PA					
WDAC	—	Crawford	Ind	Box 22, Lancaster, PA 17604	—
WGSA/WIOV	Buckley	—	ABC-E	Box 1310, Ephrata, PA 17522	Samuel Youse-GM
WLAN-AM	Masla/Dome	—	ABC-C	Box 868, Lancaster, PA 17604	Samuel Altdoerffer-GM
/ WLAN-FM	″	—	ABC-FM	″ ″	″
WLPA/WNCE	McGavren Guild	Hail Comm.	NBC	24 S. Queen St., Lancaster, PA 17603	Don Gabel-GM
Lansing-East Lansing, MI					
WCER-AM/FM	Savalli/Gates	Mid-America	ABC-E/MBS	230 N. Washington Sq., Lansing, MI 48933	Thomas Ervasti-SM
WFMK	Selcom	Liggett	Ind	Box 991, East Lansing, MI 48823	Mike Jackman-GM
WILS-AM/FM	Torbet	—	Ind	600 W. Cavanaugh Rd., Lansing, MI 48910	E.I. Byrd-GSM
WITL-AM/FM	McGavren Guild	Mid-West	Ind	3200 Pine Tree Rd., Lansing, MI 48910	Charles D. Mefford-GM
WJIM-AM/FM	PRO Radio	—	NBC	2820 E. Saginaw, Lansing, MI 48901	James Gross-GM
WVIC-AM/FM	Eastman	—	ABC-C	2517 E. Mt. Hope, Lansing, MI 48910	Joe Buys-GM

(Continued)

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
Las Vegas, NV					
KDWN	PRO Radio	—	Ind	1 Main St., Las Vegas, NV 89101	Dennis Hubbard-GSM
KENO-AM	Lotus	Lotus	ABC-C	Box 5367, Las Vegas, NV 89102	Jerry Roy-GM
/ KENO-FM	"	"	ABC-FM	" "	"
KLA'	Masla	—	CBS	Box 15290, Las Vegas, NV 89114	William Berkey-GM
KMJJ	Selcom	KLUC	ABC-E	Box 14805, Las Vegas, NV 89114	Richard Phalen-GM
/ KLUC	"	"	Ind	" "	"
KNUU	—	—	ABC-I/MBS	Castaways Hotel, Las Vegas, NV 89109	Joseph McMurray-GM
KORK-AM	McGavren Guild	Donrey	NBC	1950 Sandhill Rd., Las Vegas, NV 89104	Rick Richardson-GM
/ KORK-FM	"	"	Ind	" "	"
KRAM	Torbet/Moore	—	Ind	925 Desert Inn Rd., Las Vegas, NV 89109	Bob Jackson-GM
KVEG-KFMS	Katz	Bdcst. Assoc.	Ind	Box 15223, Las Vegas, NV 89114	Steve Gold-GM
KVOV	Lazar	—	SBN	Box 400, Henderson, NV 89015	Larry Warner-GM
KXTZ	Gillis	—	Ind	307 Water St., Henderson, NV 89015	John Banoczi-GM
Lexington-Fayette, KY					
WAXU-AM/FM	Sav-G/Reg Reps	—	MBS	Box 11845, Lexington, KY 40511	David Griffen-SM
WBLG	—	—	NBC	Box 1300, Lexington, KY 40501	Peter Jorgenson-GM
/ WKQQ	—	—	Ind	Box 100, Lexington, KY 40590	"
WLAP-AM	McGavren Guild	IL Bdcstg.	CBS	Box 11670, Lexington, KY 40577	James Allison-GM
/ WLAP-FM	"	"	Ind	" "	"
WNVL	Regional Reps	—	Ind	Box 247, Nicholasville, KY 40345	Dewey Cochran-GM
WVLK-AM	Torbet	Bluegrass	ABC-I	Box 1559, Lexington, KY 40507	Ralph Hacker-GM
/ WVLK-FM	"	"	Ind	" "	"
WWKY	Regional Reps	—	ABC-C	Box 535, Winchester, KY 40391	John Stotts-GM
Lincoln, NE					
KECK	Savalli/Gates	—	Ind	Box 6006, Lincoln, NE 68506	Don Tawzer-GM
/ KHAT	Sav-G/McGuire	—	Ind	" "	"
KFMQ	—	—	Ind	Terminal Bldg., Lincoln, NE 68508	Douglas Agnew-GM
KFOR	McGavren/ Anderson	Stuart	ABC-I	Box 80209, Lincoln, NE 68501	Roger Larson-GM
/ KFRX		"	ABC-FM	" "	"
KLIN-AM/FM	—	Warner	CBS	Box 30181, Lincoln, NE 68503	Norton Warner-GM
KLMS	Buckley	—	Ind	Box 81804, Lincoln, NE 68501	Warner Bantz-GM
Little Rock-N. Little Rock, AK					
KAAY	Katz	Multimedia	ABC-C	Box 1790, Little Rock, AK 72203	Gary Fries-GM
/ KLPQ	"	—	Ind	" "	"
KARN	Blair	—	NBC	4021 W. Eighth St., Little Rock, AK 72204	Ted Snider-GM
/ KKYK	"	—	Ind	" "	"
KGMR	Christal	Security	Ind	Box 3161, Little Rock, AK 72203	Bob Barnett-GM
/ KEZQ	"	"	Ind	" "	"
KITA	—	—	Ind	723 W. 14th St., Little Rock, AK 72202	—
KLRA	Buckley	—	CBS	1755 Union Nat'l. Plaza, Little Rock, AK 72201	Anne Lumpkin-SM
KOKY/KLAZ	Torbet	—	Ind	1501 N. University, Little Rock, AK 72207	Debbie Gilstrap-GSM
KSOH	—	—	Ind	2600 B River Rd., N. Little Rock, AK 72114	—
KSSN	Eastman	—	Ind	Box 96, Little Rock, AK 72203	Kerby Confer-GM
KXLR	Selcom	Sham/Bdcstg.	ABC-E	Box 3014, Little Rock, AK 72203	Hal Shope-GM
Los Angeles, CA					
KABC	Katz	ABC	ABC-I	3321 S. La Cienega Blvd., Los Angeles, CA 90016	George Green-GM
/ KLOS	"	"	ABC-FM		Bill Sommers-GM
KACE	PRO Radio	—	Ind	1710 E. 11th St., Los Angeles, CA 90059	Bill Shearer-GM
KALI	UBC Sales, Inc.	United	Ind	5723 Melrose Ave., Hollywood, CA 90038	Phil Malkin-GM
KBRT/KBIG	Torbet/Moore	Bonneville	Ind	7755 Sunset Blvd., Los Angeles, CA 90046	Jack Adamson-GM
KDAY	Howard	Rollins	NBN	1700 N. Alvarado, Los Angeles, CA 90026	Gary Price-GM
KEZY-AM/FM	Market 4	—	Ind	1190 E. Ball Rd., Anaheim, CA 92805	Barry Shainman-GSM
KFAC-AM/FM	McGavren Guild	—	MBS	5773 Wilshire Blvd., Los Angeles, CA 90036	George Fritzinger-GM

Los Angeles (cont.)

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
KFI	Christal	Cox	ABC-E	Box 76860, Los Angeles, CA 90004	James W. Wesley, Jr.-GM
/ KOST	"	"	Ind	" "	"
KFWB	RAR	Westinghouse	Ind	6230 Yucca St., Los Angeles, CA 90028	Frank Oxarart-GM
KGER	—	—	Ind	3759 Atlantic Ave., Long Beach, CA 90807	—
KGIL-AM/FM	Buckley	Buckley	—	14800 Lassen St., San Fernando, CA 91343	Stanley G. Warwick-GM
KGRB	—	—	Ind	751 Echelon Ave., City of Industry, CA 91744	—
KHJ	RKO Radio	RKO General	Ind	5515 Melrose Ave., Hollywood, CA 90038	Tim Sullivan-GM
/ KRTH	"	"	Ind	5901 Venice Blvd., Los Angeles, CA 90034	Allan Chlowitz-GM
KHTZ	Roslin	—	NBC	338 Southwestern Ave., Los Angeles, CA 90020	Tim Sullivan-GM
KIEV	Nat'l. Times Sales	—	Ind	106 N. Glendale Ave., Glendale, CA 91206	William Beaton-GM
KIIS-AM/FM	Selcom	Combined	ABC-C	6522 Sunset Blvd., Los Angeles, CA 90028	Edward R. Boyd-GM
KIQQ	Masla	Outlet	Ind	6430 Sunset Blvd., Hollywood, CA 90028	Pat Shaughnessy-GM
KJLH	Savalli/Gates	—	Ind	3847 Crenshaw Blvd., Los Angeles, CA 90008	Jai Rich-SM
KJOI	HR/Stone	—	Ind	2555 Briarcrest Rd., Beverly Hills, CA 90210	Gordon F. Mason-GM
KKGO	Market 4	—	Ind	10880 Wilshire Blvd., Los Angeles, CA 90024	Saul Levine-GM
KKTT	HR/Stone	—	SBN	5900 Wilshire Blvd., Los Angeles, CA 90036	Greg Howard-GM
/ KUTE	"	—	Ind	" "	"
KLAC	Eastman	Metromedia	Ind	5746 Sunset Blvd., Los Angeles, CA 90028	Dexter [illegible]-SM
/ KMET	"	"		" "	Bob [illegible]-SM
KMPC	Major Market	Golden West	Ind	5858 Sunset Blvd., Los Angeles, CA 90028	Don McGovern-GM
KNOB	Gillis	—	Ind	505 N. Euclid, Anaheim, CA 92801	John Banoczi-GM
KNX-AM	CBS Spot Sales	CBS	CBS	6121 Sunset Blvd., Los Angeles, CA 90028	George Nicholaw-GM
/ KNX-FM	CBS FM Sales	"	Ind	" "	Bob Nelson-GM
KPOL/KZLA	Blair	Capital Cities	Ind	5700 Sunset Blvd., Los Angeles, CA 90028	Pete Newell-GM
KRLA	P/W Radio	—	Ind	7120 Sunset Blvd., Los Angeles, CA 90046	Shayle Ray-GM
KROQ	—	—	Ind	6290 Sunset Blvd., Los Angeles, CA 90028	Jose Molina-GM
KTNQ	Caballero	—	Ind	5724 Hollywood Blvd., Hollywood, CA 90028	Julio Liberman-GM
/ KLVE	"	—	Ind	" "	"
KWIZ-AM/FM	HR/Stone	—	Ind	3101 W. Fifth St., Santa Ana, CA 92703	Bill Weaver-GM
KWKW	Lotus	Lotus	Ind	6777 Hollywood Blvd., Hollywood, CA 90028	Joe Cabrera-GM
KWST	P/W Radio	Century	Ind	6430 W. Sunset Blvd., Los Angeles, CA 90028	Paul Cassidy-GM

Louisville, KY

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
WAKY	Major Market	Multimedia	Ind	558 River City Mall, Louisville, KY 40202	George Francis-GM
WAVE	Katz	Orion	NBC	Box 32970, Louisville, KY 40232	Ralph Jackson-VP
WFIA/WXLN	—	—	Ind	310 W. Liberty St., Louisville, KY 40202	Howdy Bell-GM
WHAS	Blair	—	CBS	Box 1084, Louisville, KY 40201	Bill Campbell-GM
/ WAMZ	"	—	MBS	" "	"
WINN	McGavren Guild	Bluegrass	ABC-E	Fincastle Bldg., Louisville, KY 40202	Max Rein-GM
WKJJ-AM	Eastman	Great Trails	ABC-C	307 W. Walnut St., Louisville, KY 40202	Andrea Cooper-SM
/ WKJJ-FM	"	"	Ind	" "	"
WLOU	Howard	—	NBN/SBN	Box 8278, Louisville, KY 40208	William Summers, III-GM
/ WNUU	"	—	Ind	Box 6011, Louisville, KY 40206	Bruce Webb-GM
WLRS	Christal	Henson	ABC-FM	800 S. Fourth St., Louisville, KY 40203	Louisa W. Henson-GM
WOBS	—	—	Ind	Box 126, New Albany, IN 47150	—
WQHI	McGavren Guild	—	Ind	Box 1187, Louisville, KY 40201	Chuck LeGette-GSM
WTMT	Masla	—	Ind	York Towers, Second & York Sts., Louisville, KY 40203	Lee Stinson-GM
WVEZ	Torbet	Stoner	Ind	700 Riverside Dr., Jeffersonville, IN 47130	Bruce Dodge, Jr.-GM
WXVW	Christal	—	Ind	800 S. Fourth St., Louisville, KY 40203	Louisa W. Henson-GM
WZZX	Masla	—	Ind	10000 Shelbyville Rd., Louisville, KY 40223	Charles Patyk-GM

Lubbock, TX

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
KEND	Howard	—	Ind	2112 Broadway, Lubbock, TX 79401	Larry Ackers-GM
KFYO	Buckley	—	CBS	Box 10527, Lubbock, TX 79408	Gordon Thompson-GM
KLBK-AM	Selcom	Grayson	ABC-C	Box 1559, Lubbock, TX 79408	Chuck Spaugh-GM
/ KLBK-FM	"	"	Ind	" "	"
KLFB	Savalli/Gates	—	Ind	Box 5697, Lubbock, TX 79417	—
KLLL-AM/FM	Eastman	—	NBC	Box 10327, Lubbock, TX 79408	John Frankhouser-GM

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Lubbock (cont.)

Market/Station	Representative †	Group ‡	Network affiliation	Station/address	Personnel
KRLB	Riley Reps	—	Ind	Box 580, Lubbock, TX 79408	Don Workman-GM
KSEL-AM/FM	McGavren Guild	Harris	Ind	Box 2369, Lubbock, TX 79408	John Krieger-GM
KTEZ	Torbet	—	Ind	Box 6752, Lubbock, TX 79413	R.L. Haggard-GM
KWGO	Lotus	—	ABC-FM	Box 2448, Lubbock, TX 79308	G.V. Acosta-GM

Lynchburg, VA

Market/Station	Representative †	Group ‡	Network affiliation	Station/address	Personnel
WBRG	Savalli/Gates	—	ABC-C	Box 1079, Lynchburg, VA 24505	Tom Buckley-GM
WLGM/WJJS	Howard	—	ABC-E	Allied Arts Bldg., Lynchburg, VA 24504	Bill Neary-GM
WLLL/WGOL	Market 4/Dome	—	NBC	Box 11529, Lynchburg, VA 24506	James Shircliff-GM
WLVA	PRO Radio	Shenandoah	ABC-I	Box 2179, Lynchburg, VA 24501	Jerry Clegg-GM
WWOD/WKZZ	Walton	Bahakel	MBS	Box 1390, Lynchburg, VA 24505	Wayne Campbell-GM

Macon, GA

Market/Station	Representative †	Group ‡	Network affiliation	Station/address	Personnel
WBML	—	Tedesco	MBS/NBN	Box 6298, Macon, GA 31208	—
WDDO	HR/Stone	—	NBN	Box 900, Macon, GA 31202	Fred Newton-GM
/ WCRY	"	—	Ind	" "	"
WDEN-AM/FM	Torbet	—	Ind	Box 46, Macon, GA 31202	Thom Smith-GM
WIBB	Dora-Clayton	—	SBN	830 Mulberry St., Macon, GA 31201	—
WMAZ-AM	Katz	Multimedia	CBS	Box 5008, Macon, GA 31208	Albert Sanders-GM
/ WMAZ-FM	"	"	ABC-FM	" "	"
WNEX	—	—	ABC-C	Box 6318, Macon, GA 31208	Alfred Lowe, Jr.-GM
WRBN	—	—	MBS	Drawer AB, Warner Robins, GA 31093	—

Madison, WI

Market/Station	Representative †	Group ‡	Network affiliation	Station/address	Personnel
WIBA-AM	Selcom	—	CBS	Box 99, Madison, WI 53701	Celeste Regenberg-GM
/ WIBA-FM	"	—	Ind	" "	
WISM-AM/FM	McGavren Guild	Mid-West	Ind	Box 2058, Madison,WI 53701	William Walker-GM
WLVE	Market 4	—	Ind	Box 3336, Madison, WI 53704	Tom Holter-GM
WMAD	Christal	Patten	Ind	Box 3470, Madison, WI 53704	Jim Schmitz-GM
WTSO/WZEE	Torbet/Evans	Midcontinent	Ind	Box 8030, Madison, WI 53701	Roger Russell-GM
WWQM-AM/FM	PRO Radio	McKenna	ABC-C	Box 4408, Madison, WI 53711	Tony Smith-GM

Manchester, NH

Market/Station	Representative †	Group ‡	Network affiliation	Station/address	Personnel
WFEA	McGavren Guild	Ocean Coast	ABC-C	Box 370, Merrimack, NH 03054	Scott Norton-GSM
WGIR-AM	Knight	Knight	NBC	Box 610, Manchester, NH 03105	Barbara Neale-SM
/ WGIR-FM	"	"	Ind	" "	"
WKBR	Torbet	—	Ind	155 Front St., Manchester, NH 03102	Don Teeters-GM
WKNE/WNBX	Market 4	—	CBS	Box 466, Keene, NH 03431	Hal Close-GM
WZID	Torbet	—	Ind	30 Front St., Manchester, NH 03102	James M. McCann-VP

McAllen-Brownsville, TX

Market/Station	Representative †	Group ‡	Network affiliation	Station/address	Personnel
KBFM	Torbet	—	Ind	Box 3764, McAllen, TX 78501	Richard Oppenheimer-GM
KBOR	Riley/BFL&W	—	MBS	Box 2049, Brownsville, TX 78520	W.H. Sadler, Jr.-GM
KDUV	—	—	Ind	1918 E. Elizabeth St., Brownsville, TX 78520	Ron Whitlock-GM
KGBT/KELT	Katz/Caballero	Tichenor	Ind	Drawer 711, Harlingen, TX 78550	Carlos Cantu-GM
KIRT	Lotus	Gomez	Ind	1123 E. Ninth St., Mission, TX 78572	Chuck McKasson-GM
/ KQXX	"	"	Ind	608 S. 10th St., McAllen, TX 78501	"
KIWW	Savalli/Gates	—	Ind	302 W. Adams, Harlingen, TX 78550	Willie Harris, Jr.-Gm
KRGV	HR/Stone	Manship	Ind	900 E. Expressway, Weslaco, TX 78596	Earl Noel-GM
KRIO/KRIX	McGavren Guild	—	Ind	Box 3097, McAllen, TX 78501	Charles Trub-GM
KURV	—	—	MBS/NBC	Box 1638, Edinburg, TX 78539	Lloyd Hawkins-GM
/ KESI	—	—	Ind	" "	"

Medford-Ashland, OR

Market/Station	Representative †	Group ‡	Network affiliation	Station/address	Personnel
KBOY-AM/FM	Lotus	—	ABC-E	413 E. Main St., Medford, OR 97501	Glen Woodman-GM
KCMX/KKIC	Katz/Tacher	—	CBS	Box 128, Ashland, OR 97520	Van Sias-GM
KMED	Buckley	—	NBC	Box 1440, Medford, OR 97501	Martin W. Hawke-GM

†For Rep Directory see page 71.
‡For Group Directory see page 65.

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
Medford-Ashland (cont.)					
KRVB	—	—	MBS	Box 1562, Medford, OR 97501	Rich Brown-SM
KSHA	—	—	Ind	27 W. Main, Medford, OR 97501	—
KTMT	Buckley	—	ABC-I	Box 10, Medford, OR 97501	Art Chipman-NSM
KYJC	Torbet/Moore	—	ABC-C	Box 1745, Medford, OR 97501	Craig Finley-GM
Melbourne-Titusville-Cocoa, FL					
WAMT/WAJX	Torbet	—	ABC-I	Box 1060, Titusville, FL 32780	Dale Moody-GM
WCKS	P/W Radio	—	Ind	Box 520, Cocoa Beach, FL 32931	Les Roberson-GM
WCWR	—	—	ABC-C	Box 2029, Cocoa, FL 22922	Donald Clark-GM
/ WEZY	—	—	Ind	" "	"
WKKO	PRO Radio	—	MBS	Box 3188, Cocoa, FL 32922	Bill Maschmeier-GM
WMEL	Masla	Elyria-Lorain	CBS	Box 1318, Melbourne, FL 32935	T.C. Weberling-GM
WMMB/WYRL	PRO Radio	—	MBS	2221 Front St., Melbourne, FL 32901	Fay Stevenson-GM
WMOD/WRKT	—	—	NBC	Box 3845, Cocoa, FL 32922	Robert Taylor-GM
WTAI	—	—	ABC-E	Box EG 1560, Melbourne, FL 32935	—
/ WLLV	—	—	Ind	" "	—
WWBC	—	—	SBN	Box 493, Cocoa, FL 32923	—
Memphis, TN					
KSUD	—	—	Ind	Box 636, Memphis, TN 38101	—
KWAM-AM	—	—	Ind	Box 12107, Memphis, TN 38112	E.W. Bie-GM
/ KWAM-FM	—	—	ABC-E	" "	"
WDIA	Howard	Sonderling	MBS	Box 12045, Memphis, TN 38112	Charles Scruggs-GM
/ WQUD	Torbet	"	Ind	Box 12468, Memphis, TN 38112	Robert McDowell-GM
WEZI	Katz	Harte-Hanks	Ind	5900 Poplar, Memphis, TN 38138	Dave Thomas-GM
WHBQ	RKO Radio	RKO General	Ind	483 S. Highland Ave., Memphis, TN 38111	T.J. Donnelly-GM
WLOK	HR/Stone	—	SBN/NBN	Box 69, Memphis, TN 38101	Harry Chapman-NSM
WMC-AM	Blair	Scripps-How.	NBC	Box 420, Memphis, TN 38104	Dean Osmundson-GM
/ WMC-FM	"	"	ABC-C	" "	Donald Meyers-GM
WMPS	Eastman	Plough	ABC-E	Box 3584, Memphis, TN 38103	Tom Kroh-GM
/ WHRK	"	"	ABC-FM	" "	"
WMQM	—	—	Ind	1331 Union, Memphis, TN 38104	—
WREC	McGavern Guild	Summit	CBS	Box 2099, Memphis, TN 38101	Bill Williams-GM
/ WZXR	"	"	Ind	" "	"
WWEE	Selcom	—	ABC-I	6080 Mt. Moriah Ext., Memphis, TN 38138	Joe Bailey-GSM
/ WLVS	"	—	ABC-I	" "	"
Miami, FL					
WCMQ-AM/FM	Major Market	—	Ind	1411 Coral Way, Miami, FL 33145	Jack Hogan-GM
WEDR	Schutz/Lazar	—	NBN	1437 N.W. 35th St., Miami, FL 33142	Dewitt Ingraham-GM
WGBS	CBS Spot Sales	Storer	ABC-E	710 Brickell Ave., Miami, FL 33131	Dan DiLoreto-GM
/ WLYF	"	"	Ind	" "	"
WINZ-AM	Katz	Gannett	CBS	4330 N.W. 207th Drive, Miami, FL 33055	Harold Frank-GM
/ WINZ-FM	"	"	Ind	" "	"
WIOD	Christal	Cox	ABC-E/MBS	Box 1177, Miami, FL 33138	William L. Viands, Jr.-GM
/ WAIA	"	"	ABC-C	" "	"
WKAT	Selcom	—	ABC-I	1759 Bay Rd., Miami, FL 33139	Judith Hernstadt-GM
WMBM	Howard	—	Ind	814 First St., Miami Beach, FL 33139	Michael Korman-GM
/ WWWL	Masla	—	Ind	843 First St., Miami Beach, FL 33139	Gary Starr-GM
WMJX	PRO Radio	Charter	Ind	825 41st St., Miami Beach, FL 33140	Russ Wittberger-GM
WNWS	—	Sudbrink	Ind	Box 3456, Miami, FL 33169	Richard Casper-GM
WOCN	Nat'l. Time Sales	—	Ind	999 S. Bayshore Dr., Miami, FL 33131	Carlos Fernandez-GM
WQAM	Blair	Storz	Ind	767 41st St., Miami Beach, FL 33140	Ronald S. Beckey-GM
WQBA-AM/FM	Eastman/Caballero	Susquehanna	Ind	701 S.W. 27th Ave., Miami, FL 33135	Jack Nobles-SM
WRHC	—	—	Ind	2260 S.W. Eighth St., Miami, FL 33135	Salvador Lew-GM
WTMI	CMBS	SJR	Ind	2951 S. Bay Shore Dr., Miami, FL 33133	Maurice Loewenthal-GM
WVCG	Torbet	Insilco	NBC	377 Alhambra Circle, Coral Gables, FL 33134	Frank Moore-GM
/ WYOR	"	"	Ind	" "	"
WWOK/WHYI	McGavren Guild	—	Ind	2741 N. 29th Ave., Hollywood, FL 33020	Debra McLaughlin-GSM

(Continued)

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
Milwaukee, WI					
WAWA	Howard	—	SBN	12800 W. Bluemound, Elm Grove, WI 53122	Claudia Burns-GM
/ WLUM	"	—	Ind	" "	"
WBCS-AM	HR/Stone	Great Trails	MBS	5407 W. McKinley Ave., Milwaukee, WI 53208	Terrell L. Metheny, Jr.-GM
/ WBCS-FM	"	"	ABC-E	" "	"
WBKV-AM/FM	—	Gazette	Ind	Box 60, West Bend, WI 53095	Larry Tainter-GM
WEZW	McGavren Guild	Multimedia	Ind	1572 E. Capitol Dr., Milwaukee, WI 53211	Paul Fiddick-GM
WFMR	Roslin	—	Ind	711 W. Capitol Dr., Milwaukee, WI 53206	Marlene Knopf-GM
WISN	Katz	Hearst	ABC-I	751 N. 19th St., Milwaukee, WI 53201	John Hinkle, Jr.-GM
/ WLPX	"	"	Ind	" "	"
WNOV	—	—	Ind	3815 N. Teutonia Ave., Milwaukee, WI 53206	—
WNUW	Torbet	—	Ind	11800 W. Grange Ave., Hales Corners, WI 53130	Jack Lee-GM
/ WEMP	"	—	CBS	" "	"
WOKY	Blair	Charter	Ind	3500 N. Sherman Blvd., Milwaukee, WI 53216	William Jaegar-GM
WQFM	Selcom	Sham/Dev.	Ind	606 W. Wisconsin Ave., Milwaukee, WI 53203	Bill Lynett-GM
WRKR-AM/FM	Masla	—	ABC-C	2200 N. Greenbay Rd., Racine, WI 53405	Dennis Plinska-GM
WTMJ	Christal	—	NBC	720 E. Capitol Dr., Milwaukee, WI 53201	Richard Herbst-GM
/ WKTI	"	—	ABC-FM	" "	William T. Haig-GM
WYLO	—	—	Ind	Highland Rd., Jackson, WI 53037	Sol Radoff-GM
WZUU-AM/FM	Eastman	Malrite	Ind	520 W. Capitol Dr., Milwaukee, WI 53212	Judith Baumann-SM
Minneapolis-St. Paul, MN					
KDWB-AM/FM	RAR/Messner	Doubleday	Ind	Box 7-630, St. Paul, MN 55119	Lou Buron-GM
KEEY-AM/FM	Katz	Malrite	Ind	611 Frontenac Pl., St. Paul, MN 55104	Doug Brown-GM
KQRS-AM/FM	RKO Radio Reps	McKenna	Ind	917 N. Lilac Dr., Minneapolis, MN 55422	Richard Poe-GM
KRSI	Christal	Park	ABC-E	11320 Valley View Rd., Eden Prairie, MN 55343	Ross Davis-GM
/ KFMX	"	"	ABC-FM	" "	"
KSTP-AM	McGavren Guild	Hubbard	Ind	3415 University Ave., St. Paul, MN 55114	Jack Nugent-GM
/ KSTP-FM	"	"	Ind	" "	John Mayasich-GM
KTCR-AM/FM	Masla	Tedesco	MBS	3701 Winnetka Ave., N., Minneapolis, MN 55427	Robert Rock-GM
WAYL-AM/FM	Buckley	Entercom	Ind	215 Old Hwy., S., New Brighton, MN 55112	Sam Sherwood-GM
WCCO-AM	CBS Spot Sales	—	CBS	625 Second Ave., Minneapolis, MN 55402	Phil Lewis-GM
/ WCCO-FM	Eastman	—	ABC-C	215 Eleventh St., Minneapolis, MN 55403	Paul Jay Jacobson-GM
WDGY	Blair	Storz	NBC	Box 20026, Minneapolis, MN 55420	Dale Weber-GM
WMIN	Walton	Borgen	Ind	498 S. Century Ave., St. Paul, MN 55119	Greg Borgen-GM
WRRD/WLOL	Selcom	Liggett	Ind	1370 Davern St., St. Paul, MN 55116	Doyle Rose-GM
WWTC	Roslin	—	MBS	609 Second Ave., S., Minneapolis, MN 55402	Wayne Williams-GM
Mobile, AL					
WABB-AM/FM	Eastman	—	ABC-C	Box 2148, Mobile, AL 36601	Bernard Dittman-Pres.
WGOK	Sav-G/Lazar	—	SBN	Box 1425, Mobile, AL 36601	Dickie Roberds-GM
WKRG-AM	HR/Stone	—	CBS/MBS/NBC	Box 2367, Mobile, AL 36601	Rocky Reich-GM
/ WKRG-FM	"	—	Ind	" "	"
WKSJ-AM/FM	Blair	Capitol	ABC-I	3943 Airport Blvd., Mobile, AL 36608	Bill Sherard-GM
WLIQ	Devney	—	Ind	1755 Springhill Ave., Mobile, AL 36601	Jeff Stacey-GM
WMOB	Torbet	—	ABC-E	1020 First Southern Tower, Mobile, AL 36606	John Starr-GSM
/ WLPR	"	—	Ind	Box 1944, Mobile, AL 36601	Nick Panayioutou-GM
WMOO	Howard	Beasley	Ind	Box 2823, Mobile, AL 36601	Larry Williams-GM
/ WBLX	"	"	NBN	Box 1967, Mobile, AL 36601	"
WUNI	PRO Radio	Kirk	NBC	1257 Springhill Ave., Mobile, AL 36604	Lenard Stevens-GM
Modesto, CA					
KBEE-AM/FM	Katz	McClatchy	NBC	Box 3131, Modesto, CA 95353	Lois Lyons-SM
KCEY	Selcom	—	ABC-E	Box 170, Turlock, CA 95380	Milt Hall-GM
/ KMIX	"	—	Ind	" "	"
KFIV-AM	McGavren Guild	—	ABC-C	Box 1360, Modesto, CA 95353	Bob Fenton-GM
/ KFIV-FM	"	—	ABC-FM	" "	"
KLOC	—	—	Ind	Box 3689, Modesto, CA 95352	Chester Smith-GM

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
Modesto (cont.)					
KOSO	P/W Radio	—	ABC-I	Box 93, Modesto, CA 95353	Frank Imburg-GM
KTRB	Torbet/Moore	—	MBS	Box 3839, Modesto, CA 95352	Kathy Connley-GSM
/ KHOP	″	—	MBS	″ ″	Dave Jacob-GSM
KUBB	Potter	—	Ind	Box 963, Mariposa, CA 95338	Chuck Hughes-GM
KWIP	Caballero	—	MBS	2020 E. Childs Ave., Merced, CA 95340	Randall Wilkes-GM
Montgomery, AL					
WBAM-AM	Torbet	—	Ind	Box 11411, Montgomery, AL 36111	Cyril Brennan-GM
/ WBAM-FM	″	—	CBS	″ ″	″
WCOV	—	—	NBC	Box 2505, Montgomery, AL 36105	Karl Richards-GM
WHHY-AM	Masla	Holt	ABC-C	Box 2744, Montgomery, AL 36105	Ann Collister-GM
/ WHHY-FM	″	″	Ind	″ ″	Bob Robinson-GM
WLSQ/WREZ	Buckley	—	MBS	Box 5000, Montgomery, AL 36101	Gene Moorhead-GM
WLWI	HR/Stone	—	ABC-FM	516 S. Perry St., Montgomery, AL 36102	Don Markwell-GM
WMGY	—	—	ABC-I	354 N. Capital Pkwy., Montgomery, AL 36107	—
WQIM	Selcom	—	Ind	Box 604, Prattville, AL 36067	Joe Fred Hagler-GM
WXVI	Howard	—	NBN	Box 4280, Montgomery, AL 36103	Ken Goodman-GM
Nashville-Davidson, TN					
WAMB	Savalli/Gates	—	Ind	1617 Lebanon Rd., Nashville, TN 37210	William Barry-GM
/ WZEZ	Selcom	—	Ind	″ ″	Harry Stephenson-GM
WDBL-AM/FM	—	—	Ind	Box 729, Springfield, TN 37172	Billy Gray-GM
WGNS	—	—	MBS	Box 1439, Murfreesboro, TN 37130	Ken Russell-GM
WJRB	Buckley	—	Ind	48 Music Sq., E., Nashville, TN 37203	Jim Ragan-GM
WKDA	Torbet	Dick Bdcstg.	CBS	506 Second St., Nashville, TN 37210	Vic Rumore-GM
/ WKDF	″	″	Ind	″ ″	″
WLAC/WKQB	Blair	—	Ind	Box 24970, Nashville, TN 37202	Mort Nasatir-GM
WMAK	HR/Stone	Mooney	Ind	Box 24850, Nashville, TN 37202	Bob Reich-GM
/ WBYQ	″	″	Ind	″ ″	″
WSIX-AM	Katz	Gen. Elec.	ABC-I	441 Murfreesboro Rd., Nashville, TN 37210	Donovan Faust-VP
/ WSIX-FM	″	″	ABC-E/MBS	″ ″	″
WSM-AM	Christal	—	NBC	Box 100, Nashville, TN 37202	Len Hensel-GM
/ WSM-FM	″	—	ABC-FM	″ ″	″
WVOL	Howard	Rounsaville	ABC-C	Box 8085, Nashville, TN 37207	Clarence Kilcrease-GM
WWGM	—	Crawford	Ind	Box 12040, Nashville, TN 37212	—
WWKX	—	—	Ind	311 Church St., Nashville, TN 37219	Tex Myer-GM
Nassau-Suffolk, NY					
WALK-AM/FM	—	—	Ind	Box 230, East Patchoque, NY 11772	Jack Ellsworth-GM
WBAB	—	—	Ind	Box J, Babylon, NY 11702	Franz Allina-GM
WBLI	Masla	—	Ind	31 W. Main St., Patchoque, NY 11772	Herbert Usenheimer-GM
WGBB	Savalli/Gates	—	Ind	1240 Bdcst. Plaza, Merrick, NY 11566	Marc Kay[illegible]
WGLI	Masla	—	ABC-E	1290 Peconic Ave., Babylon, NY 11704	Andrew P[illegible]-GM
WGSM	P/W Radio	—	Ind	Box 697, Melville, NY 11746	Marion Ellis-GM
/ WCTO	″	—	Ind	″ ″	Neil Ward-GM
WHLI/WIOK	Masla	—	Ind	384 Clinton St., Hempstead, NY 11550	Ralph Conner-GM
WLIR	—	—	Ind	175 Fulton Ave., Hempstead, NY 11550	John Rieger-GM
WRCN-AM/FM	—	—	Ind	Box 666, Riverhead, NY 11901	Richard Adrian-Pres.
WTFM	Buckley	—	Ind	Horace Harding Blvd., Fresh Meadows, NY 11365	Sidney Horne-GM
WYFA	—	—	ABC-C	45 Pennsylvania Ave., Medford, NY 11763	Perry Silver-GM
New Bedford-Fall River, MA					
WALE	McGavren Guild	—	MBS	Box 208, Fall River, MA 02722	Ray Cheney-GM
WARA	—	—	Ind	8 N. Main St., Attleboro, MA 02703	Peter Ottmar-GM
WBSM	McGavren Guild	—	Ind	Rte. 6, Pope's Island, New Bedford, MA 02740	George Gray-GM
WJFD	—	—	Ind	270 Union St., New Bedford, MA 02740	—
WNBH	Market 4	Hall Comm.	ABC-C	737 County St., New Bedford, MA 02740	Paul Levesque-GM
/ WMYS	Market 4/Kadetsky	″	Ind	″ ″	″

(Continued)

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
New Bedford-Fall River (cont.)					
WPEP	Nona Kirby Co.	—	Ind	Box 1228, Taunton, MA 02780	—
WPLM-AM/FM	Norla Kirby Co.	—	Ind	Box 1390, Pilgrims Hwy., Plymouth, MA 02360	Jane Day-GM
WRLM	—	—	Ind	Box 2, Taunton, MA 02780	Joseph Quill-GM
WSAR	Knight	Knight	CBS	Box 927, Fall River, MA 02722	Bob Nims-GM
New Haven-West Haven, CT					
WADS	Robert's	—	Ind	366 Main St., Ansonia, CT 06401	—
WAVZ/WKCI	McGavren Guild	—	Ind	152 Temple St., New Haven, CT 06510	Stanley Puzycki-GM
WELI	Blair	Insilco	Ind	Box 85, New Haven, CT 06501	Larry Getz-GM
WNHC	—	—	MBS	Box 1340, New Haven, CT 06505	—
WOMN	Eastman/Kadetsky	—	ABC-C	1294 Chapel St., New Haven, CT 06510	S. Richard Kalt-GM
/ WPLR	"	—	ind	" "	"
WYBC	Frederick Smith	—	SBN	165 Elm St., New Haven, CT 06520	Michael Greis-GM
New Orleans, LA					
WBOK	Howard	Sham/Bdcstg.	SBN	Box 19085, New Orleans, LA 70019	William Manney-GM
WBYU	Christal	Swanson	Ind	10001 Howard Ave., New Orleans, LA 70113	John Hurlbutt-GM
WEZB	Torbet	EZ Comm.	Ind	1440 Canal St., New Orleans, LA 70112	John Rockweiler-GM
WGSO	Eastman	Insilco	ABC-I	1440 Canal St., New Orleans, LA 70112	David Donovan-GM
/ WQUE	"	"	Ind	" "	"
WNNR/WXEL	Selcom	Security	NBN	1500 Canal St., New Orleans, LA 70140	Ed Muniz-Pres.
WNOE-AM/FM	McGavren Guild	—	ABC-C	529 Bienville St., New Orleans, LA 70130	Eric Anderson-GM
WRNO	Torbet	—	ABC-FM	Box 6071, New Orleans, LA 70174	Joseph Costello, III-GM
WSHO	PRO Radio	Swanson	MBS	2820 Canal St., New Orleans, LA 70119	Don Kern-GM
WSMB	Buckley	—	ABC-E	Maison Blanche Bldg., New Orleans, LA 70112	Marshall Pearce-GM
WTIX	Blair	Storz	Ind	332 Carondelet St., New Orleans, LA 70130	Bill Engel-GM
WVOG	—	—	Ind	125 N. Galvez, New Orleans, LA 70119	—
WWIW	Market 4	—	NBC	Box 53395, New Orleans, LA 70153	Chris Wegman-GM
WWL-AM/FM	Katz	—	CBS	1024 N. Rampart St., New Orleans, LA 70116	I. Michael Early-GM
WYLD-AM/FM	HR/Stone	—	Ind	2906 Tulane Ave., New Orleans, LA 70119	Terry Watts-GM
New York, NY					
WABC	Blair	ABC	ABC-C	1330 Ave. of Americas, New York, NY 10019	Al Racco-GM
/ WPLJ	"	"	ABC-FM	" "	Nick Trigony-GM
WADO	—	—	Ind	205 E. 42nd St., New York, NY 10017	Milton Warren-NSM
WALK-AM/FM	Roslin	Horizons	Ind	Box 230, E. Patchoque, NY 11772	Jack Ellsworth-GM
WBLI	Masla	Beck-Ross	Ind	31 W. Main St., Patchoque, NY 11772	Herbert Usenheimer-GM
WBNX	UBC Sales	United	Ind	Paterson Plank Rd., Carlstadt, NJ 07072	Hal Howard-GM
WCBS-AM	CBS Spot Sales	CBS	CBS	51 W. 52nd St., New York, NY 10019	Robert Hyland-GM
/ WCBS-FM	CBS FM Sales	"	"	" "	Jim McQuade-GM
WCTC/WMGQ	Masla	Greater Media	Ind	Box 100, New Brunswick, NJ 08903	Tony Marano-GM
WEVD-AM/FM	—	—	Ind	1700 Broadway, New York, NY 10019	—
WGSM	P/W Radio	Greater Media	Ind	Box 740, Melville, NY 11746	Richard Scholem-GM
/ WCTO	"	"	Ind	Box 697, Long Island, NY 11746	"
WHLI/WIOK	Masla	—	Ind	384 Clinton St., Hempstead, NY 11550	Ralph Conner-GM
WHN	Christal	Storer	ABC-E	400 Park Ave., New York, NY 10022	Nicholas J. Verbitsky-GM
WINS	RAR	Westinghouse	ABC-I	90 Park Ave., New York, NY 10016	Cecil Forster-GM
WJIT	Caballero	SJR	Ind	655 Madison Ave., New York, NY 10021	Len Mirelson-GM
WKTU	Masla	SJR	Ind	655 Madison Ave., New York, NY 10021	David Rapaport-GM
WLIB/WBLS	McGavren Guild	—	Ind	801 Second Ave., New York, NY 10017	Dorothy Brunson-GM
WLNA/WHUD	Masla	—	Ind	Box 188, Peekskill, NY 10566	James Roose, Jr.-GM
WLIR	Roslin	—	Ind	175 Fulton Ave., Hempstead, NY 11550	John Rieger-GSM
WMCA	Major Market	—	MBS	888 Seventh Ave., New York, NY 10019	Jerry Wolff-GM
WNBC	HR/Stone	NBC	NBC	30 Rockefeller Plaza, New York, NY 10020	Abe Goren-NSM
/ WYNY	"	"	Ind	" "	John Kramer-GSM
WNCN	Lotus	—	Ind	1180 Ave. of Americas, New York, NY 10036	Robert Richer-GM
WNEW-AM	Katz	Metromedia	Ind	655 Third Ave., New York, NY 10017	Jack G. Thayer-GM
/ WNEW-FM	"	"	Ind	" "	Mel Karmazin-GM

New York (cont.)

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
WNJR	—	—	NBN	1700 Union Ave., Union, NJ 07083	Noble Blackwell-GM
WOR	RKO Radio Reps	RKO General	ABC-E	1440 Broadway, New York, NY 10018	Rick Devlin-GM
/ WXLO	"	"	Ind	" "	Erica Farber-GM
WPAT-AM/FM	Eastman	Capital Cities	Ind	675 Third Ave., New York, NY 10017	Aaron Daniels-SM
WPIX	—	WGN	Ind	220 E. 42nd St., New York, NY 10017	Vincent Cremona-GM
WQXR-AM/FM	CMBS	—	Ind	229 W. 43rd St., New York, NY 10036	Walter Neiman-GM
WRFM	Torbet	Bonneville	Ind	485 Madison Ave., New York, NY 10022	John Moler-GM
WRKL	P/W Radio	—	Ind	Box 910, New City, NY 10956	Morton Siegel-GM
WRVR	Howard	Sonderling	Ind	41-30 58th St., Woodside, NY 11377	Mark Olds-GM
WTFM	Buckley	—	Ind	173-15 Horace Harding Blvd., Fresh Meadows, NY 11365	Tom Aylward-GM
WVNJ-AM	Selcom	—	ABC-E	488 Madison Ave., New York, NY 10022	Ed Milarsky-GSM
/ WVNJ-FM	"	—	Ind	" "	"
WWDJ	—	—	Ind	Box 970, Hackensack, NJ 07602	Inge Rauchbach-GM
WWRL	Howard	Sonderling	SBN	41-30 58th St., Woodside, NY 11377	Mark Olds-GM

Norfolk-Portsmouth-Newport News-Hampton, VA

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
WCMS-AM/FM	Katz	—	Ind	5600 Curlew Dr., Norfolk, VA 23502	Irv Hill-GM
WCPK	—	—	NBC	500 E. Liberty St., Chesapeake, VA 23324	—
WFOG-AM/FM	Eastman	—	Ind	330 W. Brambleton Ave., Norfolk, VA 23510	Robert LaFerme-GM
WGH-AM/FM	Blair	—	Ind	Box 9347, Hampton, VA 23670	Ambert Dail-GM
WNIS	Masla	—	ABC-E/NBC	206 W. York St., Norfolk, VA 23510	Bob Sinclair-GM
WNOR-AM	Buckley	—	ABC-C	700 Monticello Ave., Norfolk, VA 23510	Fred Gage-GM
/ WNOR-FM	"	—	Ind	" "	"
WPCE/WOWI	HR/Stone	—	SBN	1010 Park Ave., Norfolk, VA 23504	Stuart H. Barondess-GSM
WQRK	Selcom	—	MBS	160 Newtown Rd., Virginia Beach, VA 23462	Jim Lowe-GSM
/ WTJZ	"	—	Ind	" "	"
WRAP	Howard	Rollins	NBN	Box 598, Norfolk, VA 23501	Jack Rattigan-GM
WTAR	Christal	—	CBS	720 Boush St., Norfolk, VA 23510	Dick Fraim-GM
/ WKEZ	"	—	Ind	" "	Thurman Worthington-GM
WVAB	—	—	MBS	Box 986, Virginia Beach, VA	—
WWDE-AM	CBS/FM Sales	—	ABC-I	1930 E. Pembroke Ave., Hampton, VA 23663	Larry Saunders-GM
/ WWDE-FM	"	—	ABC-FM	" "	"
WXRI	—	Christian Net.	Ind	Box 111, Portsmouth, VA 23705	Thomas Smith-GM
WZAM	Eastman	—	Ind	Janiff Office Bldg., Norfolk, VA 23502	Robert Benns-GM
/ WMYK	"	—	Ind	" "	"

Northeast Pennsylvania (Wilkes Barre-Scranton)

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
WARD	—	—	Ind	Box 1540, Pittston, PA 18640	—
WARM	Eastman	Susquehanna	Ind	Box 590, Avoca, PA 18641	Jim Davey-GM
WAZL	Market 4	—	NBC	Hazelton Nat'l. Bank Bldg., Hazelton, PA 18201	Victor C. Diehm, Jr.-GM
/ WVCD	"	—	Ind	" "	"
WBAX	Torbet	Merv Griffin	ABC-E	One Broadcast Plaza, Wilkes-Barre, PA 18703	Bob Maley-GM
WBRE-AM/FM	Buckley	—	MBS/NBC	62 S. Franklin St., Wilkes-Barre, PA 18703	David Baltimore-GM
WCDL-AM/FM	Market 4	—	ABC-E	127 Salem Rd., Carbondale, PA 18407	Marjorie Zapotosky-GM
WEJL	Selcom	Sham/Dev	ABC-I	149 Penn Ave., Scranton, PA 18503	Joe Silva-GM
/ WEZX	"	"	ABC-FM	" "	"
WGBI-AM/FM	Torbet/Dome	—	CBS	1000 Wyoming Ave., Scranton, PA 18509	Megargee Holcomb-GM
WICK	PRO Radio	—	MBS	1049 N. Sekol Rd., Scranton, PA 18504	Gene Manning-GSM
/ WWDL	"	—	Ind	" "	Douglas Lane-GM
WILK	McGavren Guild	—	ABC-C	88 N. Franklin St., Wilkes-Barre, PA 18701	James Morgan-SM
WMJW	—	—	ABC-FM	Box 64, Nanticoke, PA 18634	—
WNAK	P-W Radio/Dome	—	Ind	40 E. Main St., Nanticoke, PA 18634	Charmaine Grove-GM
WSCR	—	—	NBC	1520 N. Keyser Ave., Scranton, PA 18504	—
WVPO-AM/FM	Market 4	—	Ind	22 S. Sixth St., Stroudsburg, PA 18360	Ronald C. Drescher-GM
WYZZ	Market 4	—	MBS	156 Prospect St., Wilkes-Barre, PA 18504	Richard Evans-GM

(Continued)

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
Oklahoma City, OK					
KAEZ	Lazar	—	Ind	Box 11333, Oklahoma City, OK 73136	James Miller-GM
KATT-AM/FM	RKO Radio	—	Ind	716 S.E. 79th St., Oklahoma City, OK 73125	Mike Moore-GM
KBYE/KFJL	—	—	Ind	Box 1937, Oklahoma City, OK 73101	—
KEBC	Torbet	—	ABC-E	Box 94580, Oklahoma City, OK 73143	Donald Hodges-GSM
KJIL	—	—	Ind	2809 N. McArthur, Oklahoma City, OK 73127	—
KKLR	Howard	—	Ind	700 S. Kelly, Edmond, OK 73034	James Reeder-GM
KKNG	Christal	Swanson	Ind	110 N.E. 48th St., Oklahoma City, OK 73105	Don Berndt-Gm
KLTE	HR/Stone	—	Ind	2620 First Natl. Cntr., W., Oklahoma City, OK 73102	Ken Dowe-GM
KOCY	McGavren Guild	Summit	CBS	101 N.E. 28th St., Oklahoma City, OK 73105	Ron Bonebrake-GM
/ KXXY	"	"	Ind	" "	"
KOFM	Selcom	Amer. Media	ABC-C	Box 14806, Oklahoma City, OK 73114	Bill Davis-NSM
KOMA	Blair	Storz	Ind	Box 1520, Oklahoma City, OK 73101	Woody Woodard-GM
KQCV	—	—	Ind	1919 N. Broadway, Oklahoma City, OK 73103	Gary Miller-GM
KRMC	—	—	Ind	Box 32097, Oklahoma City, OK 73132	—
KTOK	Eastman	Insilco	ABC-I	Box 1000, Oklahoma City, OK 73101	Jon Giles-SM
/ KZUE	"	"	ABC-FM	" "	Bob Rogers-GM
WKY	Katz	Gaylord	Ind	400 E. Britton Rd., Oklahoma City, OK 73114	Dee Sadler-GM
WNAD	HR/Stone	—	NBC	Box 640, Norman, OK 73070	Ben Buckland-GM
Omaha-Council Bluffs, NE					
KESY-AM	Roslin	—	CBS/MBS	Box 31037, Omaha, NE 68131	Gary Clouse-GM
/ KESY-FM	"	—	CBS	" "	"
KFAB/KGOR	Christal	May Bdcstg.	NBC	5010 Underwood Ave., Omaha, NE 68132	Lyell Bremser-GM
KLNG/KQKQ	HR/Stone	—	Ind	Box 586, Council Bluffs, IA 51501	Joe Medakovich-GM
KOIL/KEFM	Eastman	—	Ind	8901 Indian Hills Dr., Omaha, NE 68114	Larry D. Campbell-GM
KOWH	Howard	—	ABC-E	3910 Harney St., Omaha, NE 68131	—
KYNN-AM	Torbet	W. Gt. Empire	MBS	615 N. 90th St., Omaha, NE 68114	Glenn Valentine-GM
/ KYNN-FM	—	"	ABC-E	" "	"
WOW	Blair	Meredith	ABC-C	11128 John Galt Blvd., Omaha, NE 68137	Jim Eddens-GM
/ KEZO	"	"	ABC-FM	" "	"
Orlando, FL					
WDBO-AM	Blair	Outlet	ABC-E	Box 1-58, Orlando, FL 32802	Jack Porteous-GM
/ WDBO-FM	"	"	Ind	" "	"
WDIZ	Selcom	Sham/Dev.	ABC-FM	2699 Lee Rd., Winter Park, FL 32789	Ken Stevens-GM
WFIV	PRO Radio	—	MBS	1080 Country Blvd., Kissimee, FL 32741	Edward Allmon-GM
WHHL	—	Borgen	Ind	8421 S. Orange Blssm Trl, Orlando, FL 32809	—
WHOO-AM	Torbet	Bluegrass	ABC-I	Box 15310, Orlando, FL 32808	W. Max Rein-GM
/ WHOO-FM	"	"	Ind	" "	"
WKIS	Eastman	Susquehanna	NBC	Box 740, Orlando, FL 32802	Robert P. Dempsey-GM
WLOF	Buckley	Rounsaville	Ind	Box 15746, Orlando, FL 32808	Carl Glicken-GM
/ WBJW	"	"	Ind	Box 7475, Orlando, FL 32804	Rick Weinkauf-SM
WLOQ	—	Litchfield	Ind	174 W. Comstock Ave., Winter Park, FL 32789	Herbert Gross-GM
WMJK	Christal/Cab	—	Ind	Box 7247, Orlando, FL 32804	William Kirk-GM
/ WHLY	Christal	—	Ind	" "	"
WOKB	Howard	—	NBN	1111 S. Division St., Orlando, FL 32805	Arnold Schorr-GM
WORL	Katz	Sudbrink	Ind	2001 N. Merry Dr., Orlando, FL 32808	Brian Bieler-GM
/ WORJ	"	—	Ind	" "	"
WTRR	—	—	Ind	Box 1568, Sanford, FL 32771	—
Pensacola, FL					
WBOP	Howard	Roden	MBS/NBN	Box 12764, Pensacola, FL 32575	Wayne Coleman-SM
/ WTKX	"	"	MBS	" "	"
WBSR	Eastman	Mooney	Ind	Box 17049, Pensacola, FL 32522	Bill Seaver-GM
WCOA	McGavren Guild	Summit	CBS/MBS	Box 12487, Pensacola, FL 32573	Gordon Towne-GM
/ WJLQ	"	"	Ind	" "	"

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
Pensacola (cont.)					
WHYM	–	Swaggart	Ind	2800 Hollywood Ave., Pensacola, FL 32505	–
WMEZ	Torbet	–	ABC-FM	Box 8057, Pensacola, FL 32505	Frederic T.C. Brewer-GM
WNVY	HR/Stone	–	NBC	2070 N. Palafox St. Pensacola, FL 32501	Barbara Currie-GM
WPFA	PRO Radio	–	ABC-E	Box 8127, Pensacola, FL 32505	John Albright-GM
Peoria, IL					
WCLL	Walton	–	Ind	1104 N. Second, Chillicothe, IL 61523	Larry Weatherford-GM
WIRL	Eastman	MAM	Ind	Box 3335, Peoria, IL 61614	Morton Cantor-GM
/WSWT	"	"	Ind	" "	"
WMBD	Katz	Mdwst. TV	CBS	3131 N. University St., Peoria, IL 61604	Gene C. Robinson-GM
/WKZW	"	"	Ind	" "	"
WPEO	Walton/Smith	Crawford	MBS	121 N. Jefferson St., Peoria, IL 61602	O. Clayton Mullins-GM
WTAZ	Market 4	–	NBC	Box 501, Peoria, IL 61550	Wayen R. Miller-SM
WVEL/WGLO	PRO Radio	–	Ind	28 S. Fourth St., Pekin, IL 61554	John Neal-GM
WWCT	HR/Stone	–	Ind	100 S.W. Adams, Peoria, IL 61602	Bruce Cohen-SM
WXCL	McGavren Guild	–	ABC-I	3641 Meadowbrook Rd., Peoria, IL 61604	Syl Binkin-GM
/WZRO	"	–	Ind	" "	"
Philadelphia, PA					
KYW	RAR	Westinghouse	ABC-I	Independence Mall E., Philadelphia, PA 19106	Warren Maurer-GM
WCAU-AM	CBS Spot Sales	CBS	CBS	City Line & Monument Rd., Phila., PA 19131	Charles D. Schwartz-GM
/WCAU-FM	CBS FM Sales	"	CBS	" "	James Keating-GM
WDAS-AM	Howard	–	NBN	Belmont Ave. at Edgely Rd., Phila., PA 19131	Robert Klein-GM
/WDAS-FM	"	–	Ind	" "	"
WDVR	Torbet	–	Ind	10 Prudential Blvd., Philadelphia, PA 19131	Gary Lewis-GM
WFIL	Blair	LIN	Ind	4100 City Line Ave., Philadelphia, PA 19131	Jim DeCaro-GM
/WUSL	"	"	Ind	440 Domino Lane, Philadelphia, PA 19128	"
WFLN-AM/FM	CMBS	–	NBC	8200 Ridge Ave., Philadelphia, PA 19128	Raymond S. Green-GM
WHAT	Buckley	–	SBN	3930 Conshohocken Ave., Phila., PA 19131	Jack Dash-SM
/WWDB	"	–	MBS	" "	"
WIFI	Eastman	–	Ind	231 St. Asapha Rd., Bala Cynwyd, PA 19004	William E. Parke-GM
WIOQ	McGavren Guild	–	Ind	2 Bala Cynwyd Plaza, Bala Cynwyd, PA 19004	Arthur Camiolo-GM
WIP	Katz	Metromedia	Ind	19th & Walnut Sts., Philadelphia, PA 19103	Don Kelly-GM
/WMMR	"	"	ABC-FM	" "	Bruce H. Holberg-GM
WNAR	Market 4	–	Ind	Box 431, Norristown, PA 19404	Robert M. Altman-GM
WPEN	Major Market	Greater Media	ABC-E	1 Bala Cynwyd Plaza, Bala Cynwyd, PA 19004	Larry Wexler-GM
/WMGK	"	"	Ind	" "	"
WRCP	Selcom	Associated	ABC-E	2043 Locust St. Philadelphia, PA 19103	Joel Samuelsohn-GM
/WSNI	"	"	Ind	" "	"
WTEL	Nat'l Time Sls./ Caballero	–	Ind	4140 Old York Rd., Philadelphia, PA 19140	Quentin Sturm-SM
WTMR	–	–	MBS	2775 Mt. Ephriam Ave., Camden, NJ 08104	–
WVCH	–	–	ABC-E	3rd St. & Ave. of the States, Chester, PA 19103	–
WWSH	Christal	Cox	Ind	555 City Line Ave., Bala Cynwyd, PA 19004	James E. Connor-GM
WYSP	Masla	SJR	Ind	1 Bala Cynwyd Plaza, Bala Cynwyd, PA 19004	Frank Feller-GM
WZZD	McGavren Guild	Fairbanks	ABC-C	117 Ridge Pike, Lafayette Hill, PA 19444	Allan H. Johnson-GM
Phoenix, AZ					
KARZ	Katz	Stauffer	CBS	2196 E. Camelback Rd., Phoenix, AZ 85016	Bill Lester-GM
KDJQ/KDKB	Selcom	–	Ind	Box 4227, Mesa, AZ 85201	Angela Kiper-SM
KHEP-AM/FM	CMBS	–	Ind	3883 N. 38th Ave., Phoenix, AZ 85019	Jack Willis-GM
KIFN	–	–	Ind	Box 390, Phoenix, AZ 85001	Mauricio Mendez-GM
KIOG	Roslin	–	Ind	4513 E. Thomas Rd., Phoenix, AZ 85018	Thom Khaler-SM
KJJJ	HR/Stone	–	ABC-E	631 N. First Ave., Phoenix, AZ 85003	Pat Nugent-GM
/KXTC	"	–	ABC-C	" "	"
KKKQ/KUPD	Masla	–	Ind	2021 E. Thomas Rd., Phoenix, AZ 85016	Lloyd Melton-SM

(Continued)

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
KMEO-AM/FM	McGavren Guild	—	Ind	3719 N. 32nd Ave., Phoenix, AZ 85017	Jack Beauchamp-GM
KNIX-AM/FM	Christal	Buck Owens	Ind	Box 3174, Tempe, AZ 85281	Mike Owens-GM
KOOL	Katz	—	Ind	511 W. Adams St., Phoenix, AZ 85003	Bill Smith-GM
KOPA-AM/FM	Torbet/Moore	First Media	Ind	Box 1827, Scottsdale, AZ 85251	Bill Phippen-GM
KOY	Eastman	Harte-Hanks	Ind	840 N. Central Ave., Phoenix, AZ 85004	Bob Zimmerman-SM
/ KQYT	″	″	Ind	3501 N. 16th St., Phoenix, AZ 85016	Mike Knox-GM
KPHX	PRO/Caballero	—	Ind	1975 S. Central Ave., Phoenix, AZ 85004	Mozelle Butler-GM
KQXE	Roslin	—	Ind	4513 E. Thomas Rd., Phoenix, AZ 85018	—
KRUX	Lotus	Lotus	Ind	7401 W. Camelback Rd., Phoenix, AZ 85063	Joseph A. Koff-GM
KTAR	Blair	Combined	ABC-I/MBS	Box 99, Phoenix, AZ 85001	Steve Glueck-GM
/ KBBC	″	″	ABC-FM	″ ″	″
KWAO	—	—	Ind	10820 Oakmont Dr., Sun City, AZ 85351	—
KXIV	Masla	—	NBC	3003 N. Central Ave., Phoenix, AZ 85012	Ira Lavin-GM
Pittsburgh, PA					
KDKA	RAR	Westinghouse	Ind	One Gateway Center, Pittsburgh, PA 15222	Tony Hirsh-GM
/ WPNT	″	″	Ind	″ ″	James Aberle-GM
KQV	Eastman	Taft	CBS/MBS	411 Seventh Ave., Pittsburgh, PA 15219	Robert D. Schutt-SM
/ WDVE	″	″	Ind	″ ″	Al Murdoch-GM
WBVP	Market 4	Hall Comm.	ABC-I	Box 719, Beaver Falls, PA 15010	Walter G. Broadhurst-GM
/ WWKS	″	″	Ind	″ ″	″
WEDO	Robert's Assoc.	—	Ind	414 Fifth Ave., Mckeesport, PA 15132	David Leiner-SM
WEEP/WDSY	RKO Radio	Entercom	MBS	107 Sixth St., Pittsburgh, PA 15222	Michael Sigelman-GM
WHJB	Dome	—	MBS	245 Brown St., Greensburg, PA 15601	John Longo-GM
WIXZ	Savalli/Gates	—	NBC	Box 1360, E. Mckeesport, PA 15035	Michael Civiletti-GM
WJOI	Torbet	EZ Comm.	Ind	1715 Grandview Ave., Pittsburgh, PA 15211	Gary Popkins-GM
WKPA	Selcom	—	MBS	810 Fifth Ave., New Kensington, PA 15068	Andrea Dudley-SM
/ WYDD	″	—	Ind	″ ″	″
WKTQ	Christal	Nationwide	Ind	Broadcast Plaza, Crane Ave., Pittsbg., PA 15220	Dick Yankus-GM
/ WSHH	″	″	Ind	″ ″	″
WLOA/WFFM	CBS/FM Sales	—	Ind	1233 Braddock Ave., Braddock, PA 15104	Bill Matta-GM
WPIT-AM/FM	—	Associated	Ind	Gateway Center, Pittsburgh, PA 15222	—
WTAE	Katz	Hearst	ABC-E	400 Ardmore Blvd., Pittsburgh, PA 15230	Ted Atkins-GM
/ WXKX	″	″	ABC-FM	″ ″	″
WWSW	Blair	—	ABC-I	1 Allegheny Sq., Pittsburgh, PA 15212	Diane Sutter-GM
/ WPEZ	″	—	ABC-C	″ ″	″
WYJZ/WAMO	—	Sheridan	SBN	1811 Blvd. of Allies, Pittsburgh, PA 15219	Thomas McKinney-GM
Portland, ME					
WCSH	PRO Radio	ME Bdcstg.	NBC	One Congress Sq., Portland, ME 04101	Donald Powers-GM
WDCS	CMBS	—	Ind	638 Congress St., Portland, ME 04101	Fred Miller-GM
WGAN-AM/FM	Blair	Gannett	Ind	Brdcst. Cntr., Northport Plaza, Portland, ME 04104	Chuck Sanford-GM
WHOM	P/W Radio	—	Ind	638 Congress St., Portland, ME 04104	Norm Alpert-GM
WJBQ-AM/FM	Buckley	Bride	ABC-C	583 Warren Ave., Portland, ME 04104	Richard A. Snyder-GM
WKXA-AM/FM	Roslin	—	ABC-I	Box 900, Brunswick, ME 04011	Bob Papper-GM
WLOB-AM	HR/Stone	Newport	CBS/MBS	779 Warren Ave., Portland, ME 04103	Eric Stephen Heckman-GM
/ WLOB-FM	″	″	Ind	″ ″	″
WMGX	Torbet	—	Ind	477 Congress St., Portland, ME 04101	George Silverman-GM
WPOR-AM/FM	McGavren Guild	Ocean Coast	ABC-E	562 Congress St., Portland, ME 04102	Robert Gold-GM
Portland, OR					
KEX	Major Mkt./Tacher	Golden West	ABC-I	4949 S.W. Macadam Ave., Portland, OR 97201	Greg Reed-GM
/ KQFM	CBS-FM	″	Ind	″ ″	Jack McSorley-GM
KGAR	Lotus	Capps	Ind	Box 4638, Vancouver, WA 98662	Ron Hughes-GM
KGW/KINK	Blair	King	Ind	1501 S.W. Jefferson St., Portland, OR 97201	Larry B. Campbell-SM
KKEY	—	—	MBS	Box 3361, Portland, OR 97208	—
KLIQ	Savalli/Gates	Cascade	Ind	Broadcast Sq., Oaks Park, Portland, OR 97202	Aileen Bullard-SM
KMJK	Selcom	Harte-Hanks	Ind	9500 S.W. Barbur Blvd., Portland, OR 97219	Ed Groppo-GM

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
KPAM-AM/FM	Christal	–	ABC-C	4700 S.W. Council Crest Dr., Portland, OR 97201	Georgia Hess-GM
KPDQ-AM/FM	–	Inspirational	Ind	4903 N.E. Sandy Blvd., Portland, OR 97213	–
KRDR	Frederick Smith	–	MBS	Box 32, Gresham, OR 97030	Charles Banta-GM
KUPL-AM	Torbet	–	NBC	6400 S.W. Canyon Ct., Portland, OR 97221	Bob Oxarart-GM
/ KUPL-FM	"	–	Ind	" "	"
KVAN	–	–	Ind	1300 S.W. Fifth, Portland, OR 97201	–
KWJJ	Eastman/Moore	Park	ABC-E	931 S.W. King Ave., Portland, OR 97205	Bernie W. Thompson-GM
/ KJIB	"	"	Ind	" "	"
KXL-AM/FM	McGavern Guild	Kaye-Smith	Ind	1415 S.E. Ankeny, Portland, OR 97214	Ray Watson-GM
KYTE-KLLB	Katz	Gaylord	Ind	2040 S.W. 1st Ave., Portland, OR 97201	Verl Wheeler-GM
KYXI	Buckley	McCoy	CBS/MBS	Box 22125, Portland, OR 97222	Craig McCoy-GM
/ KGON	"	"	Ind	" "	"
Providence-Warwick-Pawtucket, RI					
WADK	–	–	MBS	Box 367, Newport, RI 02840	Pamela Hightower-SM
WALE	McGavren Guild	–	MBS	Box 208, Fall River, MA 02722	Raymond Cheney-GM
WARA	–	–	Ind	8 N. Main St., Attleboro, MA 02703	Peter Ottmar-GM
WBRU	P/W Radio	–	ABC-FM	88 Benevolent St., Providence, RI 02906	Keith Burke-GM
WBSM	McGavren Guild	–	Ind	Box J4105, New Bedford, MA 02741	George Gray-GM
WEAN	McGavren Guild	–	CBS/MBS	10 Dorrance St., Providence, RI 02903	Lincoln W.N. Pratt-GM
/ WPJB	"	–	Ind	" "	"
WERI-AM/FM	–	–	MBS	Box 325, Westerly, RI 02891	Bob Canty-GM
WGNG	Selcom/Kadetsky	–	Ind	100 John St., Cumberland, RI 02864	Don Hysko-GM
WHIM	Katz	–	ABC-E	115 Eastern Ave., East Providence, RI 02914	John Franks-Pres.
/ WHJY	"	–	Ind	" "	"
WICE	Masla	–	Ind	1110 Douglas Ave., North Providence, RI 029[illegible]	–
WJAR	Eastman/Knight	Outlet	NBC	176 Weybosset St., Providence, RI 02903	Don Kane-GM
WKRI	Kadetsky	–	MBS	1501 Main St., West Warwick, RI 02893	–
WLKW-AM/FM	Torbet	McCormick	ABC-I	1185 N. Main St., Providence, RI 02904	Eugene Mitchell-GM
WMYS	Market 4	–	Ind	737 County St., New Bedford, MA 02740	Paul Levesque-GM
/ WNBH	"	–	ABC-C	" "	"
WOTB	–	–	Ind	Box 450, Middletown, RI 02840	Barbara Hickman-VP
WPEP	Nona Kirby Co.	–	Ind	Box 1228, Taunton, MA 02780	–
WPRO-AM/FM	Blair	Capital Cities	Ind	1502 Wampanoag Trail, E. Providence, RI 02915	Dick Rakovan-GM
WRIB	–	–	Ind	Water St., East Providence, RI 02915	–
WRLM	–	–	Ind	Box 2, Taunton, MA 02780	Joseph Quill-GM
WSAR	Knight	–	CBS	Home St., Somerset, MA 02721	Bob Nims-GM
WWON-AM/FM	Nona Kirby Co.	–	MBS	98 Getchell Ave., Woonsocket, RI 02895	Dave Russell-M
Pueblo, CO					
KAPI-AM/FM	Caballero	–	Ind	2829 Lowell Blvd., Pueblo, CO 81003	–
KCCY	–	–	Ind	Box 5010, Pueblo, CO 81002	–
KCSJ	–	–	MBS	Box 236, Pueblo, CO 81002	Rex Miller-GM
KDZA	Masla	–	Ind	Box 93, Pueblo, CO 81002	Michael Galer-GM
/ KZLO	"	–	ABC-E	" "	"
KFEL	–	–	Ind	4411 Goodnight Ave., Pueblo, CO 81005	–
KIDN	–	–	NBC	Box 293, Pueblo, CO 81002	Ric Thom-Pres.
KPLV	Sav-G/McGuire	–	ABC-FM	2828 W. Northern, Pueblo, CO 81005	Lawrence Horwin-Pres.
KPUB	Smith/McGuire	–	ABC-I	Box 421, Pueblo, CO 81002	William Engler-GM
KYNR	PRO Radio	–	Ind	Thatcher Bldg., 5th & Main, Pueblo, CO 81103	Dino Ianni-GM
Raleigh-Durham, NC					
WCHL	–	–	MBS	Box 2127, Chapel Hill, NC 27514	George McCall-GM
WDBS	Frederick Smith	–	Ind	Box 4742, Durham, NC 27706	–
WDNC	Torbet	–	CBS	Box 2126, Durham, NC 27702	Howard Wilcox-GM
/ WDCG	"	–	Ind	" "	"
WDUR	PRO Radio/Lazar	–	ABC-C	Box 2169, Durham, NC 27702	Rich Glover-GM
WKIX/WYYD	Blair	Mann	Ind	Box 12526, Raleigh, NC 27605	Tommy Walker-GM
WLLE	Howard	–	MBS/SBN	Box 190, Raleigh, NC 27602	Robert Hankin-GM

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
Raleigh-Durham (cont.)					
WPJL	—	—	MBS	Box 27946, Raleigh, NC 27611	—
WPTF	Christal	—	NBC/ABC-E	Box 1511, Raleigh, NC 27602	I. Wally Ausley-GM
/WQDR	"	—	ABC-FM	" "	Carl Venters, Jr.-GM
WRAL	Katz	—	Ind	Box 17000, Raleigh, NC 27609	Frank Maruca-GM
WSRC	Howard	—	NBN	700 E. Club Blvd., Durham, NC 27702	Ranny Daly-SM
WTIK	—	—	MBS	Box 1571, Durham, NC 27702	Harry Welch, Jr.-GM
WYNA	PRO Radio	—	ABC-E	Box 30099, Raleigh, NC 27612	John Maurer-GM
Reading, PA					
WBYO	—	—	Ind	Box 177, Boyertown, PA 19512	David Hendricks-GM
WEEU	Buckley	—	ABC-E	34 N. Fourth St., Reading, PA 19601	Richard L. Schlipp-GM
WHUM	Torbet	Cnfr-Rthfss	NBC	Box 1657, Reading, PA 19603	Henry Kirk-GM
WRAW	McGavren Guild	—	Ind	19 N. 5th St., Reading, PA 19603	Jeffrey J. Levin-GM
WRFY	HR/Stone	—	ABC-FM	2325 Perkomen Ave., Reading, PA 19603	Helene D. Franco-GM
Reno, NV					
KBET	A-D Media	—	ABC-I	Box 11710, Reno, NV 89510	—
KCBN/KRNO	Torbet/Moore	—	Ind	Box 10630, Reno, NV 89510	Lorraine Walker-GM
KCRL	PRO/Tacher	—	Ind	3100 Mill St., Reno, NV 89510	Nick DiRienzo-GM
KNEV	—	—	MBS	Box 1250, Reno, NV 89504	—
KOH	Katz	McClatchy	CBS/MBS	Box 2271, Reno, NV 89501	Earl Ling-M
KOLO	McGavren Guild	Donrey	NBC	Box 821, Reno, NV 89504	Tim Grant-GM
KONE	Lotus	Lotus	ABC-E	Box 1928, Reno, NV 89505	Dave Newman-GM
/KOZZ	"	"	ABC-FM	" "	"
KSRN	Masla	—	Ind	4001 S. Virginia, Reno, NV 89509	—
KWRL	Radio Time Sales	—	Ind	Box 10840, Reno, NV 89510	—
Richland-Kennewick-Pasco, WA					
KALE	Lotus/Schneider	Sterling	ABC-C	310 W. Kennewick Ave., Kennewick, WA 99336	Rodney Louden-GM
/KIOK	"	"	Ind	" "	"
KONA-AM	—	—	ABC-I	Box 2623, Tri-Cities, WA 99302	Dean Mitchell-M
/KONA-FM	—	—	ABC-FM	" "	"
KORD-AM/FM	HR/Stone	—	Ind	Box 2485, Pasco, WA 99302	David Bondo-SM
KOTY	PRO Radio	—	ABC-E	Box 6127, Kennewick, WA 99336	Kenneth Julian-SM
/KXDD	"	—	Ind	" "	"
Richmond, VA					
WANT	Masla	Sinclair	NBN	Box 16130, Richmond, VA 23222	Ben Miles-GM
WDYL	—	—	Ind	10600 Jefferson Davis Hwy., Richmond, VA 23234	—
WEET	—	—	MBS	6555 Hull St., Richmond, VA 23225	Jon Hill-GM
WENZ	Howard	—	SBN	4719 Nine Mile Rd., Richmond, VA 23223	David Grigsby-GM
WEZS	Torbet	EZ Comm.	Ind	121 Wyck St., Richmond, VA 23225	Constance Golden-GM
WGOE	P/W Radio	—	Ind	Box 14511, Richmond, VA 23221	Barry Coffman-GM
WKIE	Savalli/Gates	—	MBS	6001 Wilkinson Rd., Richmond, VA 23227	James Carter-GM
WLEE	Blair	Nationwide	ABC-C	Box 8477, Richmond, VA 23226	Donald Cuthrell, Jr.-GM
WRNL	Selcom	Rust	ABC-I	7100 Bethlehem Rd., Richmond, VA 23228	Greg Pearson-GM
/WRXL	"	"	Ind	" "	"
WRVA	Eastman	Harte-Hanks	NBC	Box 1516, Richmond, VA 23212	John B. Tansey-GM
/WRVQ	"	"	Ind	" "	"
WTVR-AM	Christal	Park	CBS	3314 Cutshaw Ave., Richmond, VA 23230	Edward Smith-GM
/WTVR-FM	"	"	Ind	" "	"
WXGI	—	—	Ind	701 German School Rd., Richmond, VA 23225	—
Roanoke, VA					
WFIR/WPVR	McGavren Guild	—	CBS	Box 150, Roanoke, VA 24002	Doug Matthews-GM
WJLM	—	—	Ind	Salem, VA 24153	—
WKBA	—	Epperson	Ind	2043 10th St., N.E., Roanoke, VA 24012	—
WLRG	Selcom	—	ABC-E	Box 8428, Roanoke, VA 24014	Hal McArthur-GM
WRIS	—	—	CBS	Box 6099, Roanoke, VA 24017	—
WROV	Eastman	—	MBS	15th & Cleveland Ave., Roanoke, VA 24015	Burt Levine-GM

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
Roanoke (cont.)					
WSLC	Katz	Wheeler	NBC	Box 6002, Roanoke, VA 24017	Herm Reavis-GM
/WSLQ	"	"	Ind	" "	John Willett-GM
WTOY	Masla	Hausman	SBN	26 E. Church Ave., Roanoke, VA 24011	Richard C. Via-GM
WUEZ	—	—	ABC-I	Box 408, Salem, VA 24153	—
Rochester, NY					
WBBF/WMJQ	Blair	LIN	Ind	850 Midtown Tower, Rochester, NY 14604	Dan Clayton-GM
WCGR/WFLC	Market 4	—	ABC-E	Box 155, Canandaigua, NY 14424	George W. Kimble-GM
WCMF	—	—	Ind	129 Leighton Ave., Rochester, NY 14609	James Trayhern-GM
WDKX	PRO Radio	—	NBN	1337 Main St., E., Rochester, NY 14609	Andrew Langton-GM
WGVA	PRO Radio	—	ABC-C	Box 526, Geneva, NY 14456	Donald Rich-GM
WHAM	Major Market	Rust	ABC-I	350 East Ave., Rochester, NY 14604	Jon Ellison-GSM
/WHFM	"	"	Ind	" "	"
WNYR	Katz	Malrite	ABC-E	129 East Ave., Rochester, NY 14604	Murray J. Green-GM
/WEZO	"	"	Ind	" "	"
WPXN	Market 4	Assoc.	CBS/MBS/NBC	201 Humboldt St., Rochester, NY 14610	Ronald Stratten-GM
/WPXY	"	"	NBC	" "	"
WSAY	Masla	—	MBS	250 East Ave., Rochester, NY 14604	—
WVOR	HR/Stone	—	ABC-FM	Box 40340, Rochester, NY 14604	Jack Palvino-GM
WWWG	—	—	ABC-C	Box 40360, Rochester, NY 14604	Anthony S. Brandon-GM
Rockford, IL					
WBEL	PRO Radio	Salter	Ind	504 W. Grand Ave., Beloit, WI 53511	Joseph Moen-GM
/WRWC	—	"	Ind	Box 345, Rockton, IL 61072	Paul Fink-SM
WFRL/WXXQ	Selcom	—	Ind	Box 200, Freeport, IL 61032	Marv R. Phillips-SM
WGEZ	Dore/Walton	—	MBS	Box 416, Beloit, WI 53511	Don Seehafer-Pres.
WKKN	HR/Stone	Mid-West	NBC	Box 1150, Rockford, IL 61105	Duane Daniels-GM
/WYFE	"	"	Ind	" "	"
WLUV-AM/FM	Masla	—	Ind	Box 2201, Loves Park, IL 61111	—
WROK	McGavren Guild	—	ABC-C	1100 Tamarack Ln., Rockford, IL 61105	David Salisbury-GM
/WZOK	"	—	Ind	" "	"
WRRR	Robert's	—	ABC-I	2830 Sandy Hollow Rd., Rockford, IL 61109	Howard Miller-GM
WYBR	Roslin	—	ABC-FM	E. 114, In-the-Mall at Cherryvale, Rockford, IL 61112	Jack Ambrozic-GM

(Continued)

NUMBER ONE BUY . . .

In Three Affluent Wisconsin Markets

#1 WOMT
Manitowoc
1240 RADIO
adults 18-49

#1 WGEZ
Beloit
1490 RADIO
adults 18-34

#1 WXCO
Wausau
1230 RADIO
adults 25-54

Source: Mediastadt 1978

SEEHAFER BROADCASTING CORPORATION
Box 685, 3730 Mangin Street
Manitowoc, WI 54220
(414) 682-0351

Represented by Dore/Walton Associates

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
Sacramento, CA					
KAHI/KHYL	Buckley	—	Ind	3300 Grass Valley Hwy., Auburn, CA 95603	Kenn Cunningham-GM
KFBK/KAER	Katz	McClatchy	CBS	Box 15779, Sacramento, CA 95813	Art Williams-GM
KFIA	—	—	Ind	5738 Marconi Ave., Carmichael, CA 95608	Roger Booth, Sr.-GM
KGMS /	Christal	—	Ind	937 Enterprise Dr., Sacramento, CA 95825	Alex Krisik-GM
/ KSFM	"	—	Ind	Box 526, Woodland, CA 95695	"
KGNR /	Blair	WGN	ABC-E/I/NBC	2225 19th St., Sacramento, CA 95818	Virg Clemons-GM
/ KCTC	"	"	Ind	" "	"
KOBO	Potter	—	Ind	Box 1056, Yuba City, CA 95991	Todd Baker-GM
KPOP /	Lotus	—	MBS	Box 1110, Roseville, CA 95678	Hank Gonzalez-GM
/ KPIP	"	—	Ind	" "	"
KRAK/KEWT	Eastman	Affiliated	Ind	Box 60408, Sacramento, CA 95860	John Stolzenburg-SM
KROY-AM /	McGavren Guild	—	Ind	Box 2424, Sacramento, CA 95811	Bill Bailey-SM
/ KROY-FM	"	—	ABC-FM	" "	"
KWOD	Masla	—	Ind	401 Watt Ave., Sacramento, CA 95825	Edward Stolz, II-GM
KXOA-AM /	Torbet/Moore	—	ABC-C	Box 254864, Sacramento, CA 95825	Phil Melrose-GM
/ KXOA-FM	"	—	Ind	" "	"
KZAP	Selcom	KLUC	Ind	Box 511, Sacramento, CA 95803	Tom Weidle-GM
Saginaw, MI					
WGER	McGavren Guild	—	Ind	Box 719, Bay City, MI 48707	Gale Sullivan-SM
WKNX	Katz	McV-Gens.	ABC-E	5200 State Rd., Saginaw, MI 48603	Robert G. Dyer-GM
WRDD /	Roslin	—	ABC-I	Box 1440, Saginaw, MI 48605	Dan Covell-GM
/ WHNN	Selcom	—	Ind	Box 96, Saginaw, MI 48606	Dan Stewart-GM
WSAM/WKCQ	PRO Radio	—	NBC	Box 1776, Saginaw, MI 48605	Kenneth MacDonald-GM
WSGW /	Torbet	Booth	ABC-E/CBS	Box 1945, Saginaw, MI 48605	John Casey-GM
/ WIOG	"	"	Ind	" "	"
WWWS	HR/Stone	—	NBN	Box 107, Saginaw, MI 48601	Joyce L. James-SM
St. Louis, MO					
KATZ/WZEN	Torbet	—	MBS	1139 Olive St., St. Louis, MO 63101	Douglas Eason-GM
KEZK	Buckley	Metroplex	Ind	7711 Carondelet Ave., St. Louis, MO 63105	Ronald C. Young-GM
KIRL	PRO Radio	—	MBS	Box 1460, St. Charles, MO 63301	Mike Rice-GM
KKOJ /	Masla	—	Ind	7530 Forsyth Blvd., St. Louis, MO 63105	Richard Miller-GM
/ KADI	"	—	ABC-FM	" "	"
KKSS	HR/Stone	Amaturo	ABC-C	1215 Cole St., St. Louis, MO 63106	Barry Baker-GM
KMOX-AM /	CBS Spot Sales	CBS	CBS	1 Memorial Dr., St. Louis, MO 63102	Virginia Dawes-SM
/ KMOX-FM	CBS FM Sales	CBS	CBS	" "	Howard Bernhard-SM
KSD /	Selcom	—	NBC/MBS	1111 Olive St., St. Louis, MO 63101	Stanley Greenberg-GSM
/ KCFM	"	—	Ind	" "	"
KSHE	McGavren Guild	Century	Ind	9434 Watson Rd., Crestwood, MO 63126	Nancy Pool-GM
KSLQ	Eastman	Charter	Ind	111 S. Bemiston Ave., St. Louis, MO 63105	Steve Dinkel-SM
KWK/WWWK	RAR	Doubleday	Ind	2360 Hampton Ave., St. Louis, MO 63139	Craig Magee-GM
KXEN	—	—	Ind	Box 28, St. Louis, MO 63166	Bernie Harville, Jr.-GM
KXOK	Katz	Storz	Ind	7777 Bonhomme Ave., St. Louis, MO 63105	Phil Trammell-GM
WCBW	Walton	—	Ind	221 Beaird St., Columbia, IL 62236	—
WESL	Lazar	—	Ind	149 S. 8th St., East St. Louis, IL 62201	Wendell Hansen-GM
WEW	—	—	ABC-E	517 Stadium Plaza, St. Louis, MO 63102	—
WGNU	PRO Radio	—	Ind	Box 178, St. Louis, MO 63166	Mike Rice-GM
WIBV	—	—	ABC-I/MBS	Box 91, Belleville, IL 62222	—
WIL-AM /	Christal	LIN	ABC-I	300 N. Twelfth Blvd., St. Louis, MO 73101	Walter Turner-GM
/ WIL-FM	"	"	Ind	" "	"
WOKZ	Walton	—	Ind	Box 615, Alton, IL 62002	Walter Brink-GM
WRTH	—	King	ABC-E	135 N. Meramec, St. Louis, MO 63105	James Taszarek-GM
Salinas-Seaside-Monterey, CA					
KCTY /	Lotus	—	Ind	Box 1939, Salinas, CA 93901	Marty Kline-GM
/ KRAY	"	—	Ind	" "	"
KDON-AM /	Katz	—	NBC	Box 1460, Salinas, CA 93901	Jack Perk-GM
/ KDON-FM	"	—	Ind	" "	"
KESE	—	—	ABC-C	Box 2198, Monterey, CA 93940	Jon Broc-GM

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
Salinas-Seaside-Monterey (cont.)					
KIDD	HR/Stone	—	Ind	Box 1799, Monterey, CA 93940	Jim Christoferson-GM
KLRB	PRO Radio	—	Ind	Box 3904, Carmel, CA 93921	Charles Gardiner-GM
KOCN	—	—	MBS	Box KOCN, Pacific Grove, CA 93950	Roger Powers-GM
KTOM /	McGavren Guild	—	ABC-E	Box 1380, Salinas, CA 93901	Harry Miller-GM
/ KWYT	"	—	Ind	" "	"
KWAV	Torbet/Moore	—	ABC-FM	Box 1271, Monterey, CA 93940	Stoddard Johnston-GM
Salt Lake City-Ogden, UT					
KALL-AM /	Eastman	Hatch	ABC-I	312 E. S. Temple, Salt Lake City, UT 84111	Bennie Williams-SM
/ KALL-FM	"	"	Ind	" "	"
KAYK-AM/FM	Masla	First Media	Ind	Box 960, Provo, UT 84601	Gene Manning-GM
KCPX-AM/FM	Katz	Columbia Pics	Ind	1760 Fremont Dr., Salt Lake City, UT 84104	William E. Wright-GM
KDAB	Market 4	—	Ind	2510 Washington Blvd., Ogden, UT 84401	Paul R. Droubay-GM
KEYY	PRO Radio	—	Ind	Box KEYY, Provo, UT 84601	Russell Heaton-GM
KJQN	Walton	—	ABC-C	1506 Gibson Ave., Ogden, UT 84404	Tom Greenleigh-GM
KLO	Eastman	—	ABC-I	Box 1430, Ogden, UT 84402	Robert Davis-GM
KLUB/KISN	McGavren Guild	—	Ind	Box 389, Salt Lake City, UT 84110	Frank Carman-GM
KPRQ	Savalli/Gates	—	ABC-C	4874 S. State St., Murray, UT 84107	Jay Gardner-GM
KQPD	—	—	Ind	Box 1756, Ogden, UT 84402	—
KRGO /	Buckley	—	ABC-E	5065 W. 2100 S., Granger, UT 84120	Gene Guthrie-GM
/ KZAN	"	—	Ind	" "	"
KRSP-AM/FM	Selcom	—	Ind	Box 7760, Salt Lake City, UT 84107	Ralph J. Carlson-GM
KSFI	Blair	—	Ind	57 W. South Temple, Salt Lake City, UT 84101	Craig Hanson-SM
KSL	Torbet/Moore	Bonneville	CBS	Broadcast House, Salt Lake City, UT 84111	Dean Lindsay-GM
KSOP-AM/FM	HR-Stn/McGuire	—	Ind	Box 25548, Salt Lake City, UT 84125	Greg Hilton-GM
KSVN	Masla	—	ABC-E	Box 9730, Ogden, UT 84409	—
KSXX	PRO Radio	—	NBC	364 S. State St., Salt Lake City, UT 84111	—
KWHO-AM /	CMBS	—	Ind	512 E. Second St., S., Salt Lake City, UT 84102	Pat Clark-GM
/ KWHO-FM	—	—	ABC-FM	" "	"
KWMS	—	—	MBS	1042 S. 700 West, Salt Lake City, UT 84104	—
San Antonio, TX					
KAPE	Schutz	Atkins	ABC-C	Box 20107, San Antonio, TX 78220	Jerry Moon-GM
KBUC-AM/FM	Torbet	Sigmor	ABC-I	Box 20267, San Antonio, TX 78220	Harrell Banks-GM
KCCW /	RKO Radio	—	Ind	GPM South Tower, San Antonio, TX 78216	David Noll-GM
/ KZZY	"	Southwestern	ABC-FM	" "	"
KCOR /	Katz/Caballero	Tichenor	Ind	411 E. Durango Blvd., San Antonio, TX 78204	Nathan Safir-GM
/ KQXT	Katz	"	Ind	" "	"
KDRY	—	—	Ind	5170 Broadway, San Antonio, TX 78209	—
KEDA	Selcom	—	Ind	510 S. Flores St., San Antonio, TX 78204	Jordan Sawyer-NSM
KKYX	Christal	Swanson	Ind	8022 Bandera Rd., San Antonio, TX 78228	Bill Ronde-GM
KMAC/KISS	—	—	Ind	1100 N. Main Ave., San Antonio, TX 78212	—
KMFM	—	Epperson	Ind	5430 Fredricksburg Rd., San Antonio, TX 78229	Mel Taylor-GM
KONO/KITY	Major Market	Mission	MBS	Box 2338, San Antonio, TX 78298	Lee Taylor-GM
KTSA/KTFM	Blair	—	Ind	Box 18128, San Antonio, TX 78218	Dan Mason-GM
KTUF	—	—	Ind	Box 20107, San Antonio, TX 78220	Jerry Moon
KUKA	PRO Radio	—	Ind	501 W. Quincy, San Antonio, TX 78212	Marshall Coe-GM
KVAR	Lotus	—	Ind	8400 Data Point Dr., San Antonio, TX 78229	Everett Kunin-VP
WOAI-AM /	Eastman	Clear Channel	CBS/NBC	1031 Navarro St., San Antonio, TX 78205	John W. Barger-GM
/ WOAI-FM	"	"	Ind	" "	"
San Diego, CA					
KBZT	Christal	—	ABC-FM	7867 Convoy Ct., San Diego, CA 92111	Norm Feuer-GM
KCBQ	Eastman	Charter	ABC-C	Box 1629, San Diego, CA 92112	Mike Stafford-GM
KFMB-AM/FM	McGavren Guild	Mdwst. TV	Ind	7677 Engineer Rd., San Diego, CA 92111	Paul Palmer-SM
KFSD	Lotus	Lotus	Ind	1540 6th Ave., San Diego, CA 92101	Hal Rosenberg-GM
KGB-AM/FM	Katz	—	Ind	Box 2088, San Diego, CA 92112	Jim Price-GM
KIFM	Selcom	—	Ind	3232 Governor Dr., San Diego, CA 92122	Ken Cowan-GM
KITT	PRO Radio	Wheeler	Ind	1415 Sixth Ave., San Diego, CA 92101	Wally Reid-GM

(Continued)

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
San Diego, CA (cont.)					
KJQY	Christal/Moore	—	Ind	625 Broadway, San Diego, CA 92101	Bert Wahlen-Pres.
KMJC	Masla	—	Ind	Box 2908, San Diego, CA 92112	Richard Bartell-GM
KMLO	Radio Time Sales	—	Ind	Box 1000, Vista, CA 92083	Gene Alfred-GM
KOGO	Major Market	—	ABC-E	1344 47th St., San Diego, CA 92102	Jerry Jackson-SM
KOWN-AM/FM	—	—	Ind	Box 398, Escondido, CA 92025	Dave Ruleman-GM
KPRI	RKO Radio	Southwestern	Ind	5252 Balboa Ave., San Diego, CA 92117	Dex Allen-GM
KSDO	CBS Spot Sales	Combined	CBS/MBS	3180 University Ave., San Diego, CA 92104	Steve Jacobs-GM
/KEZL	"	"	Ind	" "	"
KSON-AM	Blair	—	ABC-I	Hwy. 94 at College Ave., San Diego, CA 92115	Dan McKinnon-GM
/KSON-FM	"	—	NBC	" "	"
KUDE/KJFM	—	—	Ind	Box K1320, Oceanside, CA 92054	Lyle Richardson-GM
KYXY	HR/Stone	—	Ind	8033 N. Linda Vista Rd., San Diego, CA 92111	Ed Denker-GM
XEAZ	Nat'l. Time Sls.	—	Ind	—	—
/XEXX	"/Lotus	—	Ind	Box 648, San Ysidro, CA 92073	Gustavo Moreno-GM
XEBBC	—	—	Ind	Box 377, San Ysidro, CA 92073	Jose Sanchez-GM
XEGM	Caballero	—	Ind	5300 S. Monica B., Los Angeles, CA 90029	Carlos Alvarado-GM
XPRS	Caballero	—	Ind	1222 S. Glendale Ave., Glendale, CA 91205	Ron Beaton-GM
XTRA-AM/FM	Major Market	—	Ind	1250 Sixth Ave., San Diego, CA 92101	John Lynch-GSM
San Francisco, CA					
KABL-AM/FM	Christal	Sham/Bdcstg.	Ind	632 Commercial St., San Francisco, CA 94111	Bill Clark-GM
KARA	Buckley	—	Ind	2775 Park Ave., Santa Clara, CA 95050	Max Reeder-GM
KBRG	Caballero	Entercom	Ind	1355 Market St., San Francisco, CA 94108	Allan Chapman, III-GM
KCBS-AM	CBS Spot Sales	CBS	CBS	1 Embarcadero Cntr., San Francisco 94111	Ray Barnett-GM 94111
/KCBS-FM	CBS FM Sales	"	CBS	" "	Tom Pierce-GM
KDIA	Howard	Sonderling	SBN	Box 8432, Oakland, CA 94662	Kernie Anderson-GM
KEEN/KBAY	HR/Stone	—	Ind	1245 S. Winchester Blvd., San Jose, CA 95128	George Snell-GM
KEZR	Selcom	—	Ind	Box 2337, San Jose, CA 95109	John Levitt-GM
KFAT	Masla	—	Ind	Box FAT, Gilroy, CA 95020	Ezra Pound-GM
KFAX	—	—	Ind	1470 Pine St., San Francisco, CA 94109	Judd Sturtevant-GM
KFOG	Selcom	Gen. Elec.	Ind	900 North Point, San Francisco, CA 94109	Steve Edwards-GM
KFRC	RKO Radio	RKO General	Ind	415 Bush St., San Francisco, CA 94108	Pat Norman-GM
KGO	Blair	—	ABC-I	277 Golden Gate Ave., San Francisco, CA 94102	Mickey Luckoff-GM
/KSFX	"	—	ABC-FM	1177 Polk St., San Francisco, CA 94109	Joe Parish-GM
KIBE/KDFC	Lotus	—	Ind	495 Beach St., San Francisco, CA 94133	Edward Davis-GM
KIQI	Masla	Pacific FM	Ind	700 Montgomery St., San Francisco, CA 94111	Michael Lincoln-GM
/KIOI	"	"	Ind	" "	"
KJAZ	Savalli/Gates	—	Ind	1509½ Webster St., Alameda, CA 94501	Patrick Henry-GM
KKHI-AM/FM	Buckley	Buckley	Ind	St. Francis Hotel, San Francisco 94119	James P. Hickey, Jr.-GM
KKIS	—	—	MBS	Box 991, Pittsburg, CA 94565	—
KLIV	Buckley	—	Ind	Box 995, San Jose, CA 95108	Robert Kieve-GM
KLOK	Katz	—	Ind	Box 21248, San Jose, CA 95151	Bill Weaver-GM
KMEL	HR/Stone	Century	Ind	2300 Stockton St., San Francisco, CA 94133	Rick Lee-GM
KMPX	Roslin	—	Ind	655 Sutter St., San Francisco, CA 94102	Harvey Stone-GM
KNBR	McGavren Guild	NBC	NBC	1700 Montgomery St., San Francisco, CA 94111	William Dwyer-GM
/KYUU	"	"	NBC	" "	John B. Hayes, Jr.-GM
KNEW	Katz	Metromedia	Ind	66 Jack London Sq., Oakland, CA 94607	Hal Smith-GM
/KSAN	"	"	Ind	345 Sansome St., San Francisco, CA 94104	Dave Moorehead-GM
KOFY	Lotus	—	Ind	1818 Gilbreth Rd., Burlingame, CA 94010	Ed Rivera-GM
KOIT	Torbet/Moore	Bonneville	Ind	600 Montgomery St., San Francisco, CA 94111	Paulie Landon-SM
KOME	Torbet/Moore	—	Ind	1245 S. Winchester Blvd., San Jose, CA 95128	Dan Tapson-GM
KRE	P/W Radio	—	NBN	601 Ashby Ave., Berkeley, CA 94710	Frank Haze-GM
/KBLX	"	—	Ind	" "	"
KRVE	—	—	Ind	227 N. Santa Cruz Ave., Los Gatos, CA 95030	Joaquin Esteves-GM
KSFO	Major Market	Golden West	Ind	950 California St., San Francisco, CA 94108	Brent Osborne-GSM
KSOL	UBC Sales	United	NBN	1 Peninsula Pl., San Mateo, CA 94402	Ken Shubat-GM
KTIM-AM/FM	Savalli/Gates	—	Ind	1040 "B" St., San Rafael, CA 94901	Oliver Hayden-GM
KXRX/KSJO	Roslin	Sterling	MBS	Box 167, San Jose, CA 95103	Steve Rosetta-GM
KYA-AM/FM	Eastman	King	Ind	300 Broadway St., San Francisco, CA 94108	Fred Schumacher-SM

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
San Jose, CA					
KARA	Buckley	—	Ind	Box 995, San Jose, CA 95108	Robert Kieve-GM
KAZA	Caballero	—	Ind	Box 1290, San Jose, CA 95108	Mike Ramirez-GM
KEEN/KBAY	HR/Stone	Golden Pac.	Ind	1245 S. Winchester Blvd., San Jose, CA 95128	George Snell-GM
KEZR	Selcom	—	Ind	Box 2337, San Jose, CA 95109	John Levitt-GM
KFAT	Masla	—	Ind	Box FAT, Gilroy, CA 95020	Ezra Pound-GM
KIBE/KDFC	Lotus	—	Ind	900 North Point St., San Francisco, CA 94109	Edward Davis-GM
KLIV	Buckley	—	Ind	Box 995, San Jose, CA 95108	Robert Kieve-GM
KLOK	Katz	Dav & Weav	Ind	Box 21248, San Jose, CA 95151	Bill Weaver-GM
KNTA	Lotus	Cascade	Ind	Box 631, Santa Clara, CA 95052	Gene Hogan-GM
KOME	Torbet/Moore	—	Ind	1245 S. Winchester Blvd., San Jose, CA 95128	Dan Tapson-GM
KPEN	Radio Time Sales	—	Ind	2540 California St., Mountain View, CA 94040	Frank De Smidt-GM
KRVE	—	—	Ind	227 N. Santa Cruz Ave., Los Gatos, CA 95030	Joaquin Esteves-GM
KXRX/KSJO	Roslin	Sterling	MBS	Box 167, San Jose, CA 95103	Steve Rosetta-GM
Sarasota-Bradenton, FL					
WBRD /	Roslin	—	ABC-I	2148 26th Ave.,E., Bradenton, FL 35508	Robert Nelson-GM
/ WDUV	″	—	Ind	″ ″	″
WKXY	—	—	ABC-C	2500 10th St., Sarasota, FL 33577	—
WQSA	Buckley	—	MBS	Box 7700, Sarasota, FL 33578	Edward A. Rogers-GM
WSPB-AM /	PRO Radio	—	CBS	Drawer Z, Sarasota, FL 35578	Cliff Lancson-GM
/ WSPB-FM	″	—	Ind	″ ″	″
WSRZ	Christal	—	Ind	4306 N. Tamiami Trail, Sarasota, FL 33580	Charley Jones-GM
WTRL	—	—	MBS	Box 1490, Bradenton, FL 33506	Dean Edwards-GM
WYND	Masla	—	Ind	Box 3618, Sarasota, FL 33578	Jay Epstein-GM
Savannah, GA					
WEAS-AM/FM	Schutz/Lazar	—	NBN	Box 8346, Savannah, GA 31402	Rex B. Rivers-GM
WJCL	HR/Stone	—	Ind	Box 13646, Savannah, GA 31406	Al Jennings-GM
WKBX /	P/W Radio	Beasley	NBC	Box 876, Savannah, GA 31402	Gary Morris-GM
/ WSGF	″	″	Ind	″ ″	″
WNMT	—	—	ABC-E	Box 7042, Garden City, GA 31408	—
WQQT /	McGavren Guild	—	MBS	126 W. Upper Factors Walk, Sav., GA 31402	Bob Powers-GM
/ WXLM	″	—	Ind	Box 9705, Savannah, GA 31402	″
WSGA /	Katz	—	ABC-C	Box 8247, Savannah, GA 31412	Jerry Rogers-GM
/ WZAT	″	—	ABC-FM	″ ″	″
WSOK	Selcom	—	SBN	Box 1288, Savannah, GA 31402	Ben Tucker-GM
WWFA /	Torbet	—	CBS	Box 8086, Savannah, GA 31402	Truman Conley-GM
/ WCHY	″	—	ABC-E	″ ″	″
Seattle-Everett-Tacoma, WA					
KAYO	PRO Radio	—	ABC-E	2939 Fourth Ave. S., Seattle, WA 98134	Robert Burke-GM
KEZX	PRO Radio	Park	Ind	3826 Woodland Park Ave., N., Seattle, WA 98103	Ronald Rosenthal-GM
KGDN/KBIQ	—	—	Ind	19303 Fremont N., Seattle, WA 98133	Jack Kandel-GM
KING-AM/FM	Blair	King	Ind	Box 24525, Seattle, WA 98124	Keith Lollis-SM
KIRO /	Torbet/Moore	Bonneville	CBS/MBS	Third & Broad, Seattle, WA 98121	William McMahon-GM
/ KSEA	″	″	Ind	″ ″	Joseph Abel-GM
KIXI-AM/FM	HR/Stone	—	NBC	Box 21269, Seattle, WA 98111	Dean L. Smith-GM
KJR /	McGavren Guild	Kaye-Smith	Ind	Box 3726, Seattle, WA 98124	Shannon Sweatte-GSM
/ KISW	″	″	Ind	Box 21449, Seattle, WA 98111	Harry Caraco-GSM
KLAY	—	—	Ind	215 Tacoma Ave. S., Tacoma, WA 98402	Clay Huntington-GM
KMO	Tacher	—	Ind	Box 1277, Tacoma, WA 98401	James Baine-GM
KMPS-AM /	Eastman	Affiliated	Ind	Box 24888, Seattle, WA 98124	James B. McGovern-GM
/ KMPS-FM	″	″	ABC-E	″ ″	″
KOMO	Katz	—	ABC-I	100 Fourth Ave. N., Seattle, WA 98109	Monty D. Grau-SM
KRKO	Market 4	—	Ind	Box 1227, Everett, WA 98206	Jon H. Marple-GM

(Continued)

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
Seattle-Everett-Tacoma, WA (cont.)					
KTAC /	Masla	Entercom	Ind	2000 Tacoma Mall Bldg., Tacoma, WA 98411	Harold Greenberg-GM
/ KBRD	″	″	Ind	″ ″	Allan Chapman, III-GM
KTNT/KNBQ	Market 4/Moore	—	Ind	Box 5200, Tacoma, WA 98405	Jack M. Calvo-GM
KVI /	Major Market	Golden West	Ind	Seventh Ave. & Olive Way, Seattle, WA 98101	Tom Johnson-GM
/ KPLZ	Buckley	″	ABC-C	600 Stewart St., Seattle, WA 98101	Ron Carter-GSM
KWYZ	Tacher Co.	—	Ind	Box 1234, Everett, WA 98206	—
KXA	—	Larson	MBS	1307 Second Ave., Seattle, WA 98101	Robert Wikstrom-GM
KYAC	Lazar	—	SBN	1305 Third Ave., Seattle, WA 98101	—
KYYX	Christal	—	Ind	1305 Third Ave., Seattle, WA 98101	Bob Bingham-GM
KZAM-AM/FM	Selcom	—	Ind	10245 Main St., Bellevue, WA 98004	Claudia Wickham-SM
KZOK-AM/FM	CBS-FM/Tacher	Sterling	Ind	1426 Fifth Ave. Bldg., Seattle, WA 98101	Jay Blackburn-GM
Shreveport, LA					
KASO	—	—	Ind	Box 1240, Minden, LA 71055	H.R. Cook-GM
KBCL	Riley	—	Ind	505 Lane Bldg., Shreveport, LA 71101	Larry Ryan-GM
KCIJ	Savalli/Gates	JBM	Ind	Box 197, Shreveport, LA 71161	Hal Sell-GM
KEEL/KMBQ	McGavren Guild	Multimedia	ABC-I	Box 20007, Shreveport, LA 71120	Billy G. Wilson-GM
KEPT	—	—	ABC-E	702 Petroleum Tower, Shreveport, LA 71101	Lloyd Moppert-GM
KOKA /	Howard	—	ABC-C/NBN	1315 Milam St., Shreveport, LA 71101	Roger Lindsey-SM
/ KCOZ	″	—	Ind	725 Austin Pl., Shreveport, LA 71101	″
KRMD-AM/FM	Katz	—	Ind	Box 1739, Shreveport, LA 71102	Smokey Hyde-GM
KWKH /	Torbet Radio	W.Gt.Empire	MBS	Box 21130, Shreveport, LA 71120	Gene Dickerson-GM
/ KROK	″	″	Ind	″ ″	″
Sioux Falls, SD					
KELO-AM/FM	HR-Stone/Evans	Midcontinent	Ind	13th & Phillips, Sioux Falls, SD 57102	Jim Molohon-GM
KKRC	PRO Radio	—	ABC-C	1704 S. Cleveland, Sioux Falls, SD 57103	Randy Holland-GM
KLYX-AM/FM	Walton	—	MBS	224 S. Main Ave., Sioux Falls, SD 57102	Dennis Mathis-GM
KSOO /	Guild/Soderlund	—	ABC-E/I	210 W. Ninth St., Sioux Falls, SD 57102	Joe Henkin-GM
/ KPAT	″	—	Ind	″ ″	″
KXRB /	Buckley	Sthrn. MN	Ind	100 N. Phillips, Sioux Falls, SD 57102	Denny Oviatt-GM
/ KIOV	″	″	NBC	″ ″	″
South Bend, IN					
WHME	—	—	Ind	Box 12, South Bend, IN 46624	Stephen Sumrall-GM
WJVA	Savalli/Gates	Mid-America	MBS	1129 N. Hickory Rd., South Bend, IN 46615	Charles Hayes-GM
WNDU-AM /	McGavren Guild	—	ABC-I	Box 1616, South Bend, IN 46617	Baz Ohagan-GM
/ WNDU-FM	″	—	Ind	″ ″	″
WRBR	Torbet Radio	Booth	Ind	100 Center, Mishawaka, IN 46544	Vince Ford-GM
WSBT /	Katz	—	CBS	300 W. Jefferson Blvd., South Bend, IN 46601	Jack Douglas-GM
/ WWJY	″	—	Ind	″ ″	″
WTCA-AM/FM	—	—	Ind	112 W. Washington, Plymouth, IN 46563	Kenneth Kunze-GM
Spokane, WA					
KCKO	Howard	Larson	Ind	6019 S. Crestline, Spokane, WA 99203	Douglas K. Simpson-GM
KGA	Torbet/Moore	Monroe	ABC-I	Box 8348, Spokane, WA 99203	Stephen E. Dean-GM
KHQ-AM/FM	Katz	—	NBC	4202 S. Regal St., Spokane, WA 99203	J. Birney Blair-GM
KICN/KUDY	—	Cascade	Ind	Box 8436, S. 5106 Palouse Hwy., Spokane, WA 99203	Diane Sugarman-SM
KJRB/KEZE	McGavren Guild	Kaye-Smith	Ind	Box 8007, Spokane, WA 99203	Rod Krebs-GM
KREM-AM/FM	Blair	King	Ind	4103 S. Regal St., Spokane, WA 99203	Irwin Starr-GM
KSPO	—	—	MBS	1406 N. Ash, Spokane, WA 99204	Clint Weyrauch-GM
KXLY-AM /	PRO/Tacher	—	CBS	W. 500 Boone Ave., Spokane, WA 99201	Wayne McNulty-GM
/ KXLY-FM	″	—	Ind	″ ″	″
KXXR-AM/FM	Savalli/Gates	—	ABC-E	W. 933 Third Ave., Spokane, WA 99204	—
KZUN-AM/FM	—	—	ABC-C	Box 14029, Spokane, WA 99214	Monty Muse-GM

Springfield-Chicopee-Holyoke, MA

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
WACE	Walton	—	CBS	Box 1, Springfield, MA 01101	Ken Carter-GM
WHMP-AM/FM	Market 4/Kirby	—	ABC-I	15 Hampton Ave., Northampton, MA 01060	Robert Berger-GM
WHYN-AM/FM	Blair	Gannett	Ind	1300 Liberty St., Springfield, MA 01101	Phil Drumheller-GM
WIXY/WAQY	McGavren Guild	Executive	Ind	45 Fisher Ave., East Longmeadow, MA 01028	Don Wilks-SM
WMAS-AM	Torbet	—	MBS	101 West St., Springfield, MA 01104	Zachary W. Land-GM
/ WMAS-FM	"	—	Ind	" "	"
WNUS	—	—	ABC-I/MBS	34 Sylvan St., West Springfield, MA 01089	—
WREB	Devney/Kirby	—	Ind	Box 507, Holyoke, MA 01040	Joseph Alfano-GM
WSPR	PRO/Kadetsky	Northeast	ABC-E	63 Chestnut St., Springfield, MA 01103	Jeff Fisher-GM

Springfield, MO

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
KBUG	Bunchez	—	ABC-C	Box 1957, 2607 W. Bennett, Springfield, MO 65805	Larry Dixon-GM
KGBX	Katz	Stauffer	CBS	Box 1260, Springfield, MO 65805	Rich Hull-GM
KICK	Masla	—	Ind	610 College St., Springfield, MO 65806	Dan Vaughn-GM
KLFJ	—	Good News	Ind	304 College St., Springfield, MO 65806	—
KTTS-AM/FM	Torbet	W.Gt.Empire	MBS	Box 1806, S.S.S., Springfield, MO 65805	Curt Brown-GM
KTXR	Savalli/Gates	—	NBC	Box 3925 G.S., 3006 Cherry St., Springfield, MO 65804	—
KWFC	—	—	ABC-E	Box 5027, Springfield, MO 65801	—
KWTO-AM	McGav G/Andsn	Stuart	ABC-I	Box 458GS, Springfield, MO 65804	Skip Schmidt-GM
/ KWTO-FM	"	"	Ind	" "	"

Steubenville, OH—Weirton, WV

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
WEIR	Masla/Dome	Gilcom	MBS	3578 Pennsylvania Ave., Weirton, WV 26062	John Rambo-SM
WLIT	Regional Reps	—	NBC	Box 1798, 2620 Sunset Blvd., Steubenville, OH 43952	Raymond F. Reich-GM
WSTV	McGavren Guild	—	ABC-C	320 Market St., Steubenville, OH 43952	Bill Chesson-GM
/ WRKY	"	—	Ind	" "	"

Stockton, CA

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
KCVR	—	Golden Pac.	Ind	Box 600, Lodi, CA 95240	George L. Sampson-GM
/ KWIN	Oakes	"	Ind	Box 7871, Stockton, CA 95207	Len C. Smith-GM
KJOY	McGavren Guild	—	ABC-E	Drawer Y, Stockton, CA 95201	Ort Lofthus-GM
/ KJAX	"	—	ABC-FM	" "	"
KQKK	Radio Time Sls	—	Ind	237 W. Yosemite Ave., Manteca, CA 95336	Jack & Jo McFadden-GMs
KSTN-AM/FM	Bernard Howard	—	ABC-C	2171 Ralph Ave., Stockton, CA 95206	Knox LaRue-Pres.
KWG	Torbet/Moore	—	MBS	5635 Stratford Circle, Stockton, CA 95207	John B. Jacobs-GM

Syracuse, NY

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
WAQX	Masla	—	Ind	Box 6142, Syracuse, NY 13217	Craig Fox-GM
WFBL	Buckley	—	CBS	Eastwood Station, Syracuse, NY 13206	Henry T. Wilcox-GM
WHEN	Eastman	Park	ABC-E	Box 6509, Syracuse, NY 13217	Ken Rothrum-SM
/ WONO	"	"	Ind	" "	"
WMHR	—	—	Ind	4044 Makyes Rd., Syracuse, NY 13215	—
WNDR/WNTQ	McGavren Guild	—	ABC-C	Box 1212, Syracuse, NY 13201	George Plavocos-GM
WOLF	Katz	—	MBS	Box 1490, Syracuse, NY 13201	Don Brown-GM
WOSC	—	—	Ind	Box 177, Oswego, NY 13126	Bob Rooney-VP
/ WKFM	Selcom	—	Ind	1 W. Bridge St., Oswego, NY 13126	"
WSEN-AM/FM	Roslin	—	ABC-I	Box 1050, Baldwinsville, NY 13027	James A. Lowery, Jr.-GM
WSGO-AM/FM	Market 4	—	Ind	Box 144, Oswego, NY 13126	Robert C. Gessner-GM
WSOQ	—	—	MBS	Box 20, N. Syracuse, NY 13212	Frank Harms-GM
/ WEZG	—	—	Ind	" "	"
WSYR-AM	Major Market	Newhouse	NBC	1630 James St., Syracuse, NY 13203	Hugh Barr-GM
/ WSYR-FM	"	"	Ind	" "	"

(Continued)

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
Tallahassee, FL					
WANM	Howard	—	NBN	Box 10174, 300 W. Tennessee St., Tallahassee, FL 32302	Kay G. White-GM
WGLF	Torbet	—	ABC-FM	Box 1815, Tallahassee, FL 32302	Dennis Boyle-GM
WONS	Selcom	Forward	NBC	Box 3168, Tallahassee, FL 32303	Cliff Thompson-GM
/ WBGM	″	″	Ind	″ ″	″
WOWD	Lazar	—	Ind	Box 6065, Olson Rd., Tallahassee, FL 32301	Robert McDermott-GM
WTAL	—	—	ABC-C/MBS	Box 1369, 3895 N. Monroe St., Tallahassee, FL 32302	—
WTNT	PRO Radio	—	CBS	Box 1047, Tallahassee, FL 32302	Jerry Gutensohn-GM
/ WLVW	″	—	Ind	″ ″	″
Tampa-St. Petersburg, FL					
WAZE	—	—	ABC-C	Box 4667, Belcher Plaza, Clearwater, FL 33518	—
WDAE	Katz	Taft	ABC-I	Box 1250, Tampa, FL 33602	Jim Pidcock-GM
WFLA-AM	Blair	—	NBC	Box 1410, Tampa, FL 33601	John Alexander-GM
/ WFLA-FM	″	—	Ind	″ ″	″
WGUL	—	—	Ind	1233 U.S. Hwy. 19, N., New Port Richey, FL 33552	Thad Lowrey-GM
WINQ	Bunchez	Gore	Ind	Box 1010, Seffner, FL 33584	—
WJYW	Buckley	Rounsaville	Ind	101 N. Tampa St., Tampa, FL 33602	M.F. Kershner-M
WLCY	Eastman	Harte-Hanks	ABC-C	Box 42-138, St. Petersburg, FL 33742	David F. Strubbe-SM
/ WRBQ	″	″	Ind	5510 Gray St., Tampa, FL 33609	Mike Osterhout-SM
WPLA	—	—	Ind	Drawer "J", Plant City, FL 33566	Al Berry-GM
WPLP	Major Market	—	Ind	Box 570, Pinellas Park, FL 33565	William Bungeroth-Pres.
WQYK	HR/Stone	—	Ind	9450 Koger Blvd., St. Petersburg, FL 33702	Rod Brosig-GM
WSOL	—	Associated	Ind	1711 W. Kennedy Blvd., Tampa, FL 33606	Monroe E. Berkman-GM
WSST	—	—	Ind	Box 800, Largo, FL 33540	—
WSUN	McGavren Guild	Plough	ABC-E	201 Second Ave. N., St. Petersburg, FL 33701	Don Boyles-GM
/ WQXM	″	″	Ind	8320 Starkey Rd., Seminole, FL 33543	Jim Johnson-GM
WTAN/WOKF	Selcom	Bdcst.Ent.	Ind	Box 1109, Clearwater, FL 33517	Bill Schriker-GM
WTMP	Howard	—	Ind	Box 1101, 5207 Washington Blvd., Tampa, FL 33601	R.A. McLeod, Sr.-GM
WWBA-AM	Torbet	—	CBS	Box 22000, St. Petersburg, FL 33742	Richard Roslow-GM
/ WWBA-FM	″	—	Ind	″ ″	″
WWQT	Walton	—	MBS	2633 Enterprise, Clearwater, FL 33515	Bud Paxson-GM
WYNF	Katz	Taft	ABC-FM	Box 95, St. Petersburg, FL 33731	Steve Lapa-GM
Terre Haute, IN					
WAAC	Walton	—	CBS	641 Ohio St., Terre Haute, IN 47808	Michael Burns-GM
WBOW	McGavren Guild	—	ABC-C	1301 Ohio St., Terre Haute, IN 47807	Harvey Glor-GM
/ WBOQ	″	—	ABC-E	″ ″	″
WPFR	Savalli/Gates	—	ABC-FM	629 Cherry St., Terre Haute, IN 47807	M.L. Browning-GM
WTHI-AM/FM	Katz	—	NBC	918 Ohio St., Terre Haute, IN 47808	Russ Arnold-GM
WVTS	—	—	ABC-I	Box 260, W. Terre Haute, IN 47885	Robert Rouse-GM
WWCM-AM/FM	Walton/Reg. Reps	Hausman	MBS	Box 227, Brazil, IN 47834	John Marver-GM
Toledo, OH					
WCWA	McGavren Guild	—	MBS	604 Jackson St., Toledo, OH 43604	Mike Gallagher-VP
/ WIOT	″	—	Ind	″ ″	″
WGOR	Bunchez	Gore	Ind	6695 Jackman Rd., Toledo, OH 43612	—
WHND	Major Market	—	Ind	One Radio Plaza, Detroit, MI 48220	Charles Borchard-GM
WJYM	Walton	—	Ind	Box 1008, Bowling Green, OH 43402	—
WLQR	Torbet	Susquehanna	Ind	4230 Secor Rd., Toledo, OH 43623	Sandy J. Goldberg-GM
WMHE	—	—	ABC-FM	4665 W. Bancroft St., Toledo, OH 43615	Ruth Ray-GM
WOHO/WXEZ	Blair	—	ABC-C	Broadcast House, Toledo, OH 43616	Irwin Young-GSM
WRWR	Regional Reps	OH Radio	Ind	Drawer P, Port Clinton, OH 43452	Robert Reider, Jr.-M
WSPD	CBS Spot Sales	Storer	NBC	125 S. Superior St., Toledo, OH 43602	Doug Sinn-GM
WTOD	Masla	Booth	ABC-I	3225 Arlington Ave., Toledo, OH 43614	James Wood-GM
/ WKLR	″	″	SBN	″ ″	Charles Welch-SM
WVMO	—	—	Ind	Box 801, 7 S. Monroe St., Monroe, MI 48161	—

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
Topeka, KS					
KEWI/KSWT	Torbet	—	Ind	Box 4407, 5315 W. 7th St., Topeka, KS 66604	Robert Russell-GM
KTOP	Masla	Harris	MBS	Box 1490, Topeka, KS 66601	Merle Blair-GM
/ KDVV	"	"	Ind	" "	"
KTPK	Howard	—	Ind	910 First Natl. Bank Tower, 1 Townsite Plaza Topeka, KS 66603	H. Pat Powers-GM
WIBW-AM/FM	Katz	Stauffer	CBS	Box 119, Topeka, KS 66601	Darrel Witham-GM
WREN	PRO Radio	Alf Landon	ABC-I	Box 1280, Topeka, KS 66601	Lynn Higbee-GM
Tucson, AZ					
KAIR/KJYK	McGavren Guild	—	Ind	3438 N. Country Club Rd., Tucson, AZ 85716	Howard D. Duncan-GM
KCEE	Torbet/Moore	—	NBC	Box 5886,Tucson, AZ 85703	Bob Strauss-GM
KCUB	Eastman	Rex	Ind	Box 50006, 575 W. Roger Rd., Tucson, AZ 85703	Phil Richardson-SM
KEVT	Caballero	—	Ind	Lawyers Title Bldg, Tucson, AZ 85701	Joe Crystall-VP
KHYT	Frederick Smith	—	MBS	2307 E. Broadway, Tucson, AZ 85719	Laurie Fagin-VP
KIKX	HR/Stone	J. Walton	ABC-E	Box 5566, Tucson, AZ 85703	James A. Scopac-GM
KMGX	Selcom	KLUC	ABC-C	120 W. Broadway, Tucson, AZ 85701	Bill Phalen-GM
/ KRQQ	"	"	Ind	" "	"
KTUC	Howard	2588	Ind	Box 4009, 1511 E. 16th St., Tucson, AZ 85717	Thomas Maples-GM
/ KNDE	"	"	ABC-I/CBS/MBS	" "	"
KTKT	Lotus	Lotus	Ind	2020 W. Grant Rd., Tucson, AZ 85703	Mark G. Schwartz-GM
KWFM	Masla	—	ABC-FM	Box 13, Lawyers Title Bldg., Tucson, AZ 85702	Leon Dombrowski-GM
KXEW	Miller	—	Ind	889 El Puente Ln., Tucson, AZ 85713	Ernesto Portillo-GM
Tulsa, OK					
KAKC	Katz	Mark/Way	ABC-C	Box 970, Tulsa, OK 74101	Wes Stegeman-GM
/ KBEZ	"	"	Ind	" "	"
KCFO	—	Epperson	Ind	3737 S. 37th West Ave., Rt.9, Tulsa, OK 74107	—
KELI	Buckley	—	Ind	Box 3685, Tulsa, OK 74152	Joe Henderson-GM
KFMJ/KRAV	Selcom	—	Ind	Box 746, Tulsa, OK 74101	Carl Smith-VP
KOLS/KKMA	Walton	—	ABC-I	Box 66, Pryor, OK 74361	Duane Smith-GM
KRMG	Christal	Swanson	Ind	1502 S. Boulder, Tulsa, OK 74119	Ron B. Blue-GM
KTFX	Bunchez	—	ABC-FM	5840 S. Memorial Dr., Tulsa, OK 74140	Robert Marc Backman-M
KTOW/KGOW	—	—	ABC-E	Box 637, Tulsa, OK 74101	—
KVOO	Blair	—	Ind	Box 1349, Tulsa, OK 74101	Jack Cresse-GM
KWEN	Torbet	—	Ind	1502 S. Boulder, Tulsa, OK 74119	Ron Curtis-GM
KXXO	Eastman	—	CBS/MBS	5350 E. 31st St., Tulsa, OK 74135	Stan We[illegible]GM
/ KMOD	"	—	Ind	" "	"
Utica-Rome, NY					
WADR	PRO/Walton	—	MBS	Box 1480, Remsen, NY 13438	Larry Manuel-GM
WBVM	Roslin	—	Ind	Box 1550, Utica, NY 13502	Robert Putnam, Jr.-GM
/ WOUR	"	—	ABC-FM	" "	"
WIBX	Eastman	—	CBS	Box 950, Utica, NY 13503	Bill Williamson-GM
/ WIBQ	"	—	Ind	" "	"
WKAL-AM	Market 4	—	MBS	R.D.1, S. Jay St., Rome, NY 13440	Woody Maurer-GM
/ WKAL-FM	"	—	Ind	" "	"
WRNY	—	—	ABC-I	Box 67, Rome, NY 13440	—
WRUN	Katz	—	Ind	Thomas Rd., Oriskany, NY 13424	Tom Shine-GM
/ WKGW	"	—	ABC-I	" "	"
WTLB-AM	Buckley	—	ABC-C	Box 781, Utica, NY 13503	Paul Dunn-GM
/ WTLB-FM	"	—	ABC-E	" "	"
Waco, TX					
KHOO	Torbet	—	ABC-E	Drawer 7912, Waco, TX 76710	Robert Weathers-GM
/ WACO	"	Tichenor	ABC-C	" "	"
KKIK	Masla	—	Ind	Box 7957, 914 Lake Air Drive, Waco, TX 76710	Harry Smith, Jr.-GM
KNFO	Selcom	—	Ind	1512 Lakeair, Waco, TX 76710	Bill Knobler-GM
KRZI	PRO Radio	—	Ind	Box 8093, Waco, TX 76710	Herb Harding-GM
KWTX-AM/FM	McGavren Guild	LBJ Co.	MBS	Box 7528, Waco, TX 76710	Frank Fallon-GM

(Continued)

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
Washington, DC					
WASH	Katz	Metromedia	Ind	5151 Wisconsin Ave. NW, Washington, DC 20016	Susan Breakefield-GM
WAVA	CBS/FM Sales	—	Ind	5232 Lee Hwy., Arlington, VA 22209	Alex Sheftell-GM
WEAM	HR/Stone	—	Ind	2131 Crimmins Ln., Falls Church. VA 22043	Stan Karas-GM
WEEL	Schutz	LBJ Co.	Ind	3909 Oak St., Fairfax, VA 22030	Michael Gloster-GM
WEZR	—	—	Ind	4085 Chain Bridge Rd., Fairfax, 22030	Douglas Peele-GM
WGAY-AM/FM	Major Market	Greater Media	Ind	World Bldg., Silver Spring, MD 20910	Ted Dorf-GM
WGMS-AM/FM	RKO Radio	RKO General	Ind	11300 Rockville Pike, Rockville, MD 20852	Jerry Lyman-GM
WHFS	P/W Radio	—	Ind	4853 Cordell Ave., Bethesda, MD 20014	Patti Ebbert-NSM
WHUR	—	—	Ind	2600 Fourth St. NW, Washington, DC 20059	Robert Taylor-GM
WINX	UBC Sales	—	MBS	Box 1726, Rockville, MD 20850	Pierre Eaton-GM
WMAL	McGavren Guild	ABC	ABC-I	4400 Jenifer St., NW, Washington, DC 20015	Bob Bowen-GSM
/ WRQX	Blair	"	ABC-FM	" "	Ernie Fears-GM
WOL	Howard	Sonderling	Ind	1680 Wisconsin Ave., NW, Wash., DC 20007	James Kelsey-GM
/ WMZQ	"	"	Ind	" "	Mike Cohen-GM
WOOK	UBC Sales	United	NBN	5321 First Pl., NE, Washington, DC 20011	Bud Myers-GM
WPGC-AM/FM	Torbet	—	Ind	Box 8550, Washington, DC 20027	William Prettyman, Jr.-GM
WPIK/WXRA	Masla	—	ABC-E	362 S. Pickett St., Alexandria, VA 22304	Carl Lindberg-GM
WRC	Eastman	NBC	NBC	4001 Nebraska Ave., NW, Washington, DC 20016	Frank Scott-GM
/ WKYS	"	"	NBC	" "	Donna Ragland-SM
WSMD/WXTR	—	—	Ind	Box 19, La Plata, MD 20646	Frank Manthos-GM
WTOP	CBS Spot Sales	Outlet	CBS/MBS	4646 40th St. NW, Washington, DC 20016	Roger Hilkert-GM
WUST	Savalli/Gates	SJR	SBN	815 Vee St., NW, Washington, DC 20001	Perry Waldens-SM
/ WJMD	Christal	"	Ind	5530 Wisconsin Ave., Chevy Chase, MD 20015	Goff Lebhar-GM
WWDC-AM	Buckley	—	ABC-C	1150 Connecticut Ave., NW, Wash., DC 20036	Eddie Sacks-GM
/ WWDC-FM	"	—	Ind	" "	"
WYCB	Lazar	—	Ind	529 14th St., NW, Washington, DC 20004	Howard Sanders-GM
Waterloo-Cedar Falls, IA					
KCFI	—	—	MBS	Box 157, Cedar Falls, IA 50613	Jim Mudd-GM
KLEU	Walton/Evans	—	Ind	3232 Osage Rd., Waterloo, IA 50703	Maureen Logli-GM
KWWL	Eastman	Black Hawk	Ind	E. 4th & Franklin Sts., Waterloo, IA 50703	Bob McInerny-GM
/ KFMW	"	"	NBC	" "	"
KXEL	Torbet	Bahakel	ABC-I	Box 2395, Waterloo, IA 50705	Rick Hall-GM
/ KCNB	"	"	ABC-C	" "	"
West Palm Beach-Boca Raton, FL					
WDBF	—	—	CBS	Box 1420, Delray Beach, FL 33444	Victor Knight-NSM
WEAT-AM	Katz	Curt Gowdy	ABC-I	Box 70, West Palm Beach, FL 33406	Eleanor Larsen-SM
/ WEAT-FM	"	"	Ind	" "	"
WGMW	Savalli/Gates	—	ABC-E	Box 10386, Riviera Beach, FL 33404	William Dix Jr.-GM
WIRK-AM/FM	McGavren Guild	—	Ind	Box 3828, West Palm Beach, FL 33402	Rome Hartman-GM
WJNO-AM	Blair	—	CBS	Box 189, West Palm Beach, FL 33402	Doug Shull-GM
/ WJNO-FM	"	—	Ind	" "	"
WKQS	—	—	Ind	3101 N. Federal Hwy., Ft. Lauderdale, FL 33306	Eric Esbensen-GM
WNGS	P/W Radio	—	Ind	301 Broadway, Riviera Beach, FL 33404	Irving Pearl-GM
WPBR	Frederick Smith	—	MBS	Box 1340, Palm Beach, FL 33048	Everett Aspinwall-GM
WPOM	Buckley	—	Ind	4286 Upthegrove La., West Palm Beach, FL 33407	Michael J. Corbett-GM
WSBR	—	—	ABC-E	10250 Bergen Ct., Boca Raton, FL 33432	James Bryant-GM
Wheeling, WV					
WKWK-AM	Torbet	Cmnty.Svc.	ABC-C	1201 Main St., Wheeling, WV 26003	Bill Musser-GM
/ WKWK-FM	"	"	Ind	" "	"
WNEU	Robert's	—	Ind	Box 6462, Wheeling, WV 26003	Gene Johnson-GM
WOMP-AM	Sav-G/Dome	—	CBS	448 Woodmont Hill, Bellaire, OH 43906	Bob Andre-GM
/ WOMP-FM	"	—	Ind	" "	"
WTRF	—	Forward	NBC	96 16th St., Wheeling, NY 26003	Charles E. Sherman-GM
WWVA	Eastman	Columbia Pics	ABC-I	Capitol Music Hall, Wheeling, WV 26003	Richard L. Howard-SM
/ WCPI	"	"	Ind	" "	"

Market/Station	Representative	Group	Network affiliation	Station/address	Personnel
Wichita, KS					
KAKE	Katz	—	ABC-E	Box 1240, Wichita, KS 67201	Martin Umansky-GM
KARD	HR/Stone	—	Ind	833 N. Main, Wichita, KS 67203	Buc Weatherby-GM
KEYN-AM/FM	McGavren Guild	American Media	Ind	2829 Salina Ave., Wichita, KS 67204	Gary Dick-GM
KFDI-AM/FM	Torbet	W. Gt. Empire	MBS	Box 1402, Wichita, KS 67201	Mike Lynch-GM
KFH /	Eastman	—	CBS	104 S. Emporia, Wichita, KS 67202	Barry E. Gaston-GM
/ KBRA	"	—	Ind	" "	"
KFRM/KICT	Katz	Journal Star	Ind	14700 W. Hwy. 54, Wichita, KS 65235	Faye Graves-GM
KLEO	Christal	Swanson	Ind	5610 E. 29th St., Wichita, KS 67220	Sam E. Bakke-GM
KSGL	—	—	Ind	3337 W. Central St., Wichita, KS 67203	—
Wichita Falls, TX					
KBID	—	—	MBS	Box 1794, Wichita Falls, TX 76307	Vernon Beck-GM
KLUR	Selcom	Gt. Lakes Bdsctg.	ABC-I	Box 5344, Wichita Falls, TX 76307	Sam Beard-GM
KNIN	Torbet	—	ABC-C	Box 787, Wichita Falls, TX 76307	Bob Walker-GM
KNTO	—	—	Ind	Box 4327, Wichita Falls, TX 76307	—
KTRN	Riley	—	Ind	Box 5005, Wichita Falls, TX 76307	R.M. Lester, GM
KWFT	Buckley	—	CBS	Box 420, Wichita Falls, TX 76307	Don F. Whan-GM
Wilmington, DE					
WAMS	McGavren Guild	Rollins	Ind	Box 3677, Wilmington, DE 19807	Phil Schweinfurth-GM
WDEL /	PRO Radio	—	NBC	Box 1269, Wilmington, DE 19899	Harry Shaub, Jr.-GM
/ WSTW	"	—	Ind	" "	"
WILM	Savalli/Gates	—	MBS	1215 French St., Wilmington, DE 19801	Sally Hawkins-GM
WJBR-AM/FM	Masla	—	Ind	2617 Ebright Rd., Wilmington, DE 19810	John B. Reynolds-GM
WNRK	—	—	ABC-C	Box 425, Newark, DE 19711	—
Wilmington, NC					
WGNI/WAAV	Katz	—	NBC	211 N. Second St., Wilmington, NC 28401	Jim Pridemore-GM
WKLM	HR/Stone	Thoms	ABC-E	118 Princess St., Wilmington, NC 28401	Darryl T. Langley-GM
WLCF	—	—	Ind	Box 846, Southport, NC 38461	John Hogan-GSM
WMFD/WWQQ	—	—	CBS	Box 1889, Wilmington, NC 28402	—
WWIL /	Torbet	—	SBN	Box 3368, Wilmington, NC 28406	Burt Lauter-GM
/ WHSL	"	—	ABC-FM	" "	"
Worcester, MA					
WFTQ/WAAF	Katz	Park City	Ind	34 Mechanic St., Worester, MA 01608	Steven Marx-GM
WNEB	PRO Radio	—	ABC-E	236 Worcester Center, Worcester, MA 01608	Harold Segal-GSM
WORC	Buckley	—	CBS	8 Portland St., Worcester, MA 01608	Edward Deedy-GM
WSRS	Knight	Knight	Ind	Box 961, Worcester, MA 01602	Jack Flynn-GM
WTAG	Blair	—	NBC	20 Franklin St., Worcester, MA 01601	Herman Kramer-GM
Yakima, WA					
KBBO	—	—	Ind	Box 172, Yakima, WA 98907	—
KIT-AM /	Katz	—	ABC-I	Box 1280, Yakima, WA 98907	Jack Goetz-GM
/ KATS-FM	"	—	ABC-FM	" "	"
KMWX/KFFM	Masla/Moore	—	NBC	Box 1460, Yakima, WA 98907	Monte DeVon-GM
KUTI /	PRO Radio	—	ABC-E	Box 2309, Yakima, WA 98907	Don Heinen-GM
/ KUEZ	"	—	Ind	" "	"
KVGM	—	—	ABC-C	Box 1194, Yakima, WA 98907	J. Grant McDaniel-GM

(Continued)

Market/Station	Representative†	Group‡	Network affiliation	Station/address	Personnel
York, PA					
WGET	Market 4	–	MBS	Box 280, Gettysburg, PA 17325	Richard E. Selby-GM
WNOW /	Selcom	Rust	ABC-I	Box 1747, York, PA 17407	Barry Bruce-SM
/ WQXA	″	″	Ind	″ ″	″
WRHY	Blair	–	Ind	R.D. 4, York, PA 17404	John Dame-SM
WSBA-AM/FM	Eastman	Susquehanna	Ind	Box 910, York, PA 17405	Philip K. Eberly-GM
WYCR	P/W Radio	–	Ind	Box 234, Hanover, PA 17331	John Lawrence-SM
WZIX	McGavren Guild	–	ABC-C	2 W. Market St., York, PA 17401	Jeffrey Greenhawt-GM
Youngstown-Warren, OH					
WBBW /	McGavren Guild	–	ABC-E/ABC-I	418 Knox St., Youngstown, OH 44502	Dick James-GM
/ WQOD	″	–	MBS	″ ″	″
WFMJ	Buckley	–	NBC	101 W. Boardman St., Youngstown, OH 44503	John Grdic-GM
WGFT	PRO Radio	–	ABC-C	Metropolitan Tower Bldg., 1 Federal Plaza, W. Youngstown, OH 44503	Dean Chengellis-GM
WHHH	Market 4/ Regional Reps	–	Ind	Market St. & Main Ave., Warren, OH 44481	John Caparanis-M
WHOT/WSRD	Eastman/ Regional Reps	M. Jones	Ind	401 N. Blaine Ave., Youngstown, OH 44505	William Fleckenstein-GM
WKBN-AM /	Katz	–	CBS	3930 Sunset Blvd., Youngstown, OH 44501	J.D. Williamson-GM
/ WKBN-FM	″	–	Ind	″ ″	″
WNIO	–	–	MBS	Box 2244, Youngstown, OH 44406	–
WTCL	–	–	Ind	1295 Lane West Rd., S.W., Warren, OH 44481	–

†For Rep Directory see page 71.
‡For Group Directory see page 65.

The Susquehanna Stations serving over 2,000,000* listeners weekly

WSBA AM/FM Harrisburg/Lancaster/York
WARM Wilkes-Barre/Scranton
WHLO Akron/Canton
WGBB Nassau County, NY
WQBA AM/FM Miami
WKIS Orlando
WLQR Toledo
WLQA Cincinnati
WFMS Indianapolis
KPLX/KLIF Dallas/Fort Worth
WLTA Atlanta.

*Subject to qualification upon request.

GROUP DIRECTORY

KEY TO GROUP OWNERSHIP ABBREVIATIONS

Am. Media	American Media Inc.
A.F.G.O.	Armington-France-Gehring-Ocepek Stations
Bdcst. Assoc.	Broadcast Associates
Bdcst. Ent.	Broadcast Enterprises Network
Cmnctn. Prop.	Communications Properties, Inc.
Cmnty. Svc.	Community Service Broadcasting
Cnfr-Rthfss	Confer-Rothfuss Stations
Dav & Weav	Davis & Weaver Broadcasting
Elyr-Lor	Elyria-Lorain Broadcasting, Co.
Gen. Elec.	General Electric Broadcasting
IL Bdcstg.	Illinois Broadcasting Corp.
McV-Gens.	MacVay Gensheimer Stations
ME Bdcstg.	Maine Broadcasting System
MAM	Mid America Media
Mdnght. Sun	Midnight Sun Broadcasters, Inc.
Mid-West	Midwest Family Stations
Mdws. Radio	Midwest Radio Company
Mdwst. TV	Midwest Television
OH Radio	Ohio Radio, Inc.
Prime T of AK	Prime Time of Alaska
Sham/Bdcstg.	Shamrock Broadcasting
Sham/Dev.	Shamrock Development Corp.
S. Central	South Central Broadcasting
Sthrn. MN	Southern Minnesota Broadcasting Co.
2588	2588 Newport Corp.
W. Gt. Empire	Wichita Great Empire Broadcasting, Inc.

American Broadcasting Companies, Inc.
New York 10019
1330 Ave. of the Americas
(212) 581-7777

The A.S. Abell Co.
Baltimore 21212
c/o WMAR Inc.
6400 York Rd.
(301) 377-2222

Affiliated Broadcasting, Inc.
Boston 02107
135 William T. Morrisey Blvd.
(617) 929-2000

Amaturo Group Inc.
Ft. Lauderdale 33310
Box 5333
(305) 485-4111

American Media Inc.
Wichita, KS 67204
2829 Salina Ave.
(316) 838-7744

Anderson Stations
Denver 80226
6535 W. Jewell
(303) 922-1189

Armington-France-Gehring-Ocepek Stations
Painesville, OH 44077
c/o WPVL Radio
1 Radio Place
(216) 352-9785

Associated Communications Corp.
Pittsburgh 15222
Gateway Towers
(412) 281-1900

Center Atkins, Jr. Stations
San Antonio 78205
c/o KAPE
608 E. Travis
(512) 223-3877

Bahakel Broadcasting
Charlotte, NC 28232
Box 32488
(704) 372-4434

Vernon H. Baker Stations
Blacksburg, VA 24060
Box 889
(703) 552-4252

Beasley Broadcast Group
Goldsboro, NC 27530
Box 1355
(919) 734-8003

Beck-Ross Communications
Rockville Centre, NY 11570
100 Merrick Rd.
(516) 764-8999

Black Hawk Broadcasting
Waterloo, IA 50703
E. Forth & Franklin Sts.
(319) 291-1200

Bluegrass Broadcasting Co.
Lexington, KY 40502
610 Central Bank Bldg.
(606) 254-1572

Bonneville International Corporation
Salt Lake City 84111
36 S. State St.
(801) 237-2558

Booth American Co.
Detroit 48226
2600 Buhl Bldg.
(313) 965-3360

Borgen Broadcasting Co.
Preston, MN 55965
Box 377
(507) 765-3856

Bride Broadcasting Inc.
Ambridge, PA 15003
Box 309
(412) 266-1110

Broadcast Associates
Las Vegas 89109
1555 E. Flamingo Rd.
(702) 732-7753

Broadcast Enterprises Network, Inc.
Philadelphia 19107
1211 Chestnut St.
(215) 563-2910

(Continued)

Buckley Broadcasting Corp.
Greenwich, CT 06830
166 W. Putnam Ave.
(203) 661-4307

Camp Stations
Wheaton, IL 60187
Box 968

Capital Cities Comm., Inc.
New York 10022
485 Madison Ave.
(212) 421-9595

Capitol Broadcasting Co.
Charleston, WV 25304
Box 4318
(304) 925-4986

Capps Broadcast Group
Bend, OR 97701
Box 590
(503) 382-5611

Cascade Broadcasting Corp.
Portland, OR 97202
Oaks Park
(503) 234-8448

CBS, Inc.
New York 10019
51 W. 52nd St.
(212) 972-4321

Century Broadcasting Corp.
Chicago 60611
875 N. Michigan Ave.
(312) 922-1000

The Charter Company
New York 10022
641 Lexington Ave.
(212) 935-4100

Christian Broadcasting Assn.
Huntington 25701
1307 16th St.
(304) 525-5141

Clear Channel Communications, Inc.
San Antonio 78205
540 Travis Park W.
(512) 225-4231

CLW Communications Group
Chattanooga 37421
6815 Shallowford Rd.
(615) 894-6060

Columbia Pictures Industries, Inc.
New York 10022
711 Fifth Ave.
(212) 751-4400

Combined Communications
Phoenix 85002
Box 25518
(602) 257-1333

Command Broadcast Group
Beacon, NY 12508
Box 511
(914) 831-1260

Communications Properties Inc.
Dellwood, MN 55110
96 Many Levels Rd.
(612) 426-2257

Community Service Bdcstg.
Mt. Vernon, IL 62864
Box 1209
(618) 242-4023

Confer-Rothfuss Stations
Williamsport, PA 17701
Box 1176
(717) 322-4676

Cox Broadcasting Corp.
Atlanta 30309
1601 W. Peachtree St., N.E.
(404) 897-7000

Crawford Broadcasting Co.
Flourtown, PA 19031
Box 86
(215) 836-4900

Davis & Weaver Broadcasting
San Jose 95122
c/o KLOK Radio
1 Radio Park Dr.
(408) 274-1170

Dick Broadcasting Company
Knoxville 37919
6711 Kingston Pike
(615) 588-6511

Donrey Media Group
Ft. Smith, AR 72901
920 Rogers Ave.
(501) 785-7801

Doubleday Broadcasting Co.
Minneapolis 55440
Box 9338
(612) 452-1333

Elyria-Lorain Broadcasting Co.
Elyria, OH 44035
Elyria Savings & Trust Bldg.
(216) 322-3761

Entercom
Bala-Cynwyd, PA 19004
555 City Line Ave.
(215) 667-1226

Enterprise Network
Billings, MT 59107
Box 31038
(406) 248-8400

Stewart Epperson Stations
Winston-Salem, NC 27104
3780 Will Scarlet Rd.
(919) 785-7438

Executive Broadcasting Corp.
E. Longmeadow, MA 01028
45 Fisher Ave.
(413) 525-4141

EZ Communications, Inc.
Fairfax, VA 22030
10810 Main St.
(703) 691-1900

Fairbanks Broadcasting Co.
Indianapolis 46208
2835 N. Illinois St.
(317) 924-5211

J.B. Falt, Jr. Stations
Huntsville, AL 35804
c/o WFIX
Box 7
(205) 533-1452

Federated Media
Elkhart, IN 46515
Box 2500
(219) 295-2500

John E. Fetzer Stations
Kalamazoo, MI 49008
590 W. Maple St.
(616) 345-2101

First Media Corp.
Bladensburg, MD 20710
5801 Annapolis Rd.
(301) 779-2131

Forum Publishing Co.
Fargo, ND 58103
207 N. Fifth St.
(701) 235-7311

Forward Communications Corp.
Wausau, WI 54401
Box 1088
(715) 845-4211

Fuqua Communications, Inc.
Columbus, GA 31902
Martin Bldg.
(404) 323-1881

Guy Gannett Broadcasting Inc.
Portland, ME 04104
Broadcast Center
Northport Plaza
(207) 797-9300

Gaylord Broadcasting Company
Oklahoma City 73125
Box 25125
(405) 231-3218

Gazette Printing Company
Janesville, WI 53545
1 S. Parker Dr.
(608) 754-3311

General Electric Broadcasting
Schenectady, NY 12309
1400 Balltown Rd.
(518) 385-1385

Gilcom Stations
Altoona, PA 16603
c/o WFBG
Hilltop, Logan Blvd.
(814) 943-1136

The Golden Pacific Group
San Jose 95128
1245 S. Winchester Blvd.
(408) 249-5336

Golden West Broadcasters
Los Angeles 90028
5858 Sunset Blvd.
(213) 460-5672

Goldman Group
Jamestown, NY 14701
Box 1139
(716) 487-1151

The Gomez Group
Albuquerque, NM 87106
Box 4486
(505) 243-1744

Good News Broadcasting Co.
Amarillo, TX 79107
Box 102
(806) 381-0161

Gore Broadcasting, Inc.
Ft. Lauderdale 33308
3081 E. Commercial Blvd.
(305) 771-0737

Curt Gowdy Broadcasting
Lawrence, MA 01840
33 Franklin St.
(617) 683-7171

Grayson Enterprises, Inc.
Dallas 75207
1403 Slocum St.
(214) 748-5841

Great Lakes Broadcasting Co.
Lorain, OH 44052
Box 398
(216) 244-6993

Great Scott Stations
Pottstown, PA 19464
Broadcast Lodge
(215) 326-4000

Great Trails Broadcasting
Cincinnati 45202
2513 Central Trust Tower
(513) 241-4823

Greater Media, Inc.
E. Brunswick, NJ 08816
Turnpike Plaza Bldg.
(201) 247-6161

Merv Griffin Group Radio
New York 10022
430 Park Ave.
(212) 421-7200

Group One Broadcasting Co.
Akron, OH 44320
853 Copley Rd.
(216) 535-7831

Gulf Broadcast Group
Dallas 75219
c/o Southern FM, Inc.
3636 N. Hall St.

Hall Communications, Inc.
Norwich, CT 06360
Cuprak Rd.
(203) 887-1613

Harris Enterprises
Garden City, KS 67846
Box 878
(316) 276-3251

Harriscope Broadcasting Corp.
Los Angeles 90024
10889 Wilshire Blvd.
(213) 478-0118

Harte-Hanks Communications
San Antonio 78291
Box 269
(512) 828-8361

George C. & Wilda Gene Hatch Stations
Salt Lake City 48111
312 E. South Temple
(801) 364-3561

Hausman Broadcasting Corp.
Ronanoke, VA 24011
c/o WTOY
26 E. Church Ave.
(703) 343-5545

Hearst Stations
Pittsburgh 15230
400 Ardmore Blvd.
(412) 242-4300

Heftel Broadcasting Corp.
Honolulu 96814
1599 Kapiolani Blvd.
(808) 949-6131

Henson Broadcasting Group
Louisville, KY 40203
800 S. Fourth St.
(502) 583-2312

Hicks Stations
Beaumont, TX 77702
Box 5463
(713) 838-3911

Holt Broadcasting Service
Hattiesburg, MS 39401
Box 2078
(601) 545-1230

Home News Publishing Co.
Kingsport, TN 37660
222 Commerce St.
(615) 246-9578

Horizons Communications
New York 10022
444 Madison Ave.
(212) 752-3840

Hubbard Broadcasting, Inc.
St. Paul 55114
3415 University Ave.
(612) 645-2724

Illinois Broadcasting Corp.
Decatur, IL 62526
Box 2250
(217) 877-5371

Insilco Broadcasting
New Haven, CT 06501
Box 85
(203) 281-9600

Inspirational Broadcasting
Portland, OR 97215
5110 S.E. Stark St.
(503) 231-7800

Jefferson-Pilot Broadcasting Co.
Charlotte, NC 28208
1 Julian Price Place
(704) 374-3500

Myron Jones Stations
Erie, PA 16509
8455 Peach St.
(814) 455-2741

Journal Star Stations
Peoria, IL 61643
1 News Plaza
(309) 686-3146

(Continued)

Kaye-Smith Radio
Bellevue, WA 98009
Box 3010
(206) 455-0923

David Keister Stations
Martinsville, IN 46151
c/o Morgan County Bdcstrs.
217 E. Washington St.
(317) 342-3394

King Broadcasting Co.
Seattle 98019
320 Aurora Ave., N.
(206) 223-5000

Kirk Broadcasting Inc.
Moultrie, GA 31768
Box 707
(912) 985-5475

KLUC Broadcasting Co.
Las Vegas 89114
Box 14805
(702) 739-9383

Knight Quality Stations
Boston 02215
390 Commonwealth Ave.
(617) 262-1950

Kuiper Stations
Grand Rapids, MI 49504
399 Garfield Ave., S.W.

Alf M. Landon Stations
Topeka 66601
c/o WREN
Box 1280
(913) 233-4136

T.B. Lanford Stations
Alexandria, LA 71301
605-11 Washington St.
(318) 445-2456

Brent Larson Group
Boise, ID 83703
c/o First Nat'l. Bdcstg. Corp.
1115 N. Curtis
(208) 888-3011

Lew Latto Group of Northland Stations
Duluth, MN 55802
410 W. Superior St.
(218) 727-7271

The LBJ Company
Austin, TX 78767
Box 1209
(512) 474-6543

The Liggett Broadcast Group
Williamston, MI 48895
185 E. Grand River Ave.
(517) 349-2040

LIN Broadcasting Corp.
New York 10019
1370 Ave. of the Americas
(212) 765-1902

Litchfield Broadcasting Corp.
Minneapolis 55422
2615 Brookridge Ave.
(612) 545-3559

Lotus Communications Corp.
Los Angeles 90028
6777 Hollywood Blvd.
(213) 466-8111

Lyon Radio Stations
Wadesboro, NC 28170
Drawer 886
(704) 694-3969

MacVay-Gensheimer Stations
Grand Blanc, MI 48439
487 Boutell Dr.
(313) 694-2775

Maine Broadcasting System
Portland, ME 04101
1 Congress Sq.
(207) 772-0181

Malrite Broadcasting Co.
Cleveland 44115
The Cleveland Plaza
(216) 781-3010

Mann Media
High Point, NC 27261
Box 2808
(919) 887-2621

Manship Stations
Baton Rouge 70821
Box 2906

Mark/Way Inc.
Tulsa 74101
Box 970
(918) 743-9877

May Broadcasting Company
Shenandoah, IA 51603
208 N. Elm St.
(712) 246-1020

Wendell Mayes Stations
Austin, TX 78768
Box 2197
(512) 477-9841

McClatchy Broadcasting
Sacramento 95813
Box 25779
(916) 446-9250

C.A. McClure Stations
Columbus, GA 31902
Box 1537
(404) 324-0338

McCormick Communications
Boston 02108
1 Beacon St.
(617) 523-2030

McCoy Broadcasting Company
Denver 80227
7075 W. Hampden Ave.
(303) 988-9480

James A. McKenna Radio Stations
Washington 20036
1150 17th St., N.W.
(202) 296-1600

Meredith Broadcasting
New York 10017
747 Third Ave.
(212) 688-7300

Metromedia, Inc.
Seacaucus, NJ 07094
1 Harmon Plaza
(201) 348-3244

Metroplex Communications
Cleveland 44114
1717 Ohio Savings Plaza
(216) 566-8080

Meyer Broadcasting Company
Bismark, ND 58501
Box 1738
(701) 223-0900

Mid-America Broadcasting Co.
South Bend, IN 46615
1129 N. Hickory
(219) 234-2222

Mid America Media
Kankakee, IL 60901
6 Dearborn Square
(815) 937-2750

Midnight Sun Broadcasters Inc.
Anchorage 99510
Box 1160
(907) 272-7461

Midwest Family Stations
Madison, WI 53701
Box 2058
(608) 271-1486

Midwest Radio Company
Fargo, ND 58102
Box 2983
(218) 236-7900

Midwest Television, Inc.
Champaign, IL 61820
509 S. Neil St.
(217) 356-8333

Mission Broadcasting Company
San Antonio 78298
Box 2338
(512) 225-5111

Monroe Broadcasting, Inc.
Spokane 99203
c/o KGA Radio
S. 6228 Regal Rd.
(509) 448-2311

Mooney Broadcasting Corp.
Knoxville 37901
Box 1750
(615) 546-7272

Multimedia Broadcasting Co.
Greensville, SC 29602
Box 2760
(803) 298-4243

Nationwide Communications
Columbus, OH 43216
1 Nationwide Plaza
(614) 227-7676

National Broadcasting Co.
New York 10020
30 Rockefeller Plaza
(212) 664-4444

Newhouse Broadcasting Corp.
Syracuse, NY 13203
1030 James St.
(315) 474-5000

Newport Communications, Inc.
Newport, RI 02840
140 Thames St.
(401) 846-5000

Nininger Stations
Bristol, VA 24201
c/o WFHG
Box 779
(703) 669-8112

Northeast Communications
Springfield, MA 01103
63 Chestnut St.
(413) 732-4182

Northern TV, Inc.
Anchorage 99510
Box 2200
(907) 272-3456

Ocean Coast Properties, Inc.
Portland, ME 04101
562 Congress St.
(207) 773-8111

Ohio Radio, Inc.
Port Clinton, OH 43452
Drawer A
(419) 734-3148

Orion Broadcasting, Inc.
Louisville, KY 40232
Box 3297
(502) 585-2201

Outlet Broadcasting, Inc.
Providence 02903
111 Dorrance St.
(401) 751-5704

Buck Owens Stations
Phoenix 85060
Box 15040
(602) 966-6236

Pacific FM Inc.
San Francisco 94111
700 Montgomery St.
(415) 956-5101

Palmer Broadcasting Co.
Davenport, IA 52803
805 Brady St.
(319) 383-7000

Park Broadcasting, Inc.
Ithaca, NY 14650
Box 550
(607) 272-9020

Park City Communications, Inc.
Bridgeport, CT 06604
Park City Plaza
(203) 366-9321

The Patten Corp.
Southfield, MI 48037
Box 2150
(313) 353-4520

Plough Broadcasting Co.
Memphis 38103
112 Union
(901) 529-4300

Prime Time of Alaska, Inc.
Anchorage 99507
2800 E. Dowling Rd.
(907) 344-2522

Radio South, Inc.
Jasper, AL 35501
400 Third Ave.
(205) 221-2222

Rau Radio Stations, Inc.
Washington 20037
2100 M. St., N.W.
(202) 296-3900

Reeves Telecom Corp.
Charleston, SC 29407
615 Wesley Dr.
(803) 571-1460

Regional Broadcasters Group
Kingston, NY 12401
212 Fair St.
(914) 339-5505

Rex Broadcasting Corp.
Tucson 85703
Box 50006
(602) 887-1000

James Rivers Stations
Cordele, GA 31015
20th Ave. at Owens St.
(912) 273-1404

RKO General, Inc.
New York 10018
1440 Broadway
(212) 764-7000

E.O. Roden Stations
Jackson, MS 39207
c/o Tri Cities Bdcstg. Co.
Box 3320

Rollins, Inc.
Atlanta 30301
Box 647
(404) 873-2355

R.W. Rounsaville Stations
Atlanta 30305
3220 Peachtree Rd.
(404) 261-3000

Rust Communications Group
Leesburg, VA 22075
Box 1378
(703) 777-7550

Russ Salter Stations
Aurora, IL 60505
1884 Plain Ave.
(312) 898-6668

Scripps-Howard Broadcasting
Cincinnati 45202
1100 Central Trust Tower
(513) 621-0130

Security Broadcasting, Inc.
New Orleans 70140
1500 Canal St.
(504) 581-5777

Shamrock Broadcasting Co. Inc.
Los Angeles 90028
6464 Sunset Blvd.
(213) 462-7711

Shamrock Development Corp.
Scranton, PA 18501
149 Penn Ave.
(717) 348-9103

(Continued)

Shenandoah Valley Broadcasting Co.
Staunton, VA 24401
Box 2189
(703) 886-2376

Sheridan Broadcasting Corp.
Pittsburgh 15219
1811 Blvd. of the Allies
(412) 281-6747

Sigmor Corp.
San Antonio 78220
Box 20267
(512) 222-9191

Sinclair Broadcasting
Crawfordsville, IN 47933
Box 603
(317) 362-8200

Sis Radio, Inc.
Charlotte, NC 28216
400 Radio Road
(704) 392-6191

SJR Communications, Inc.
New York 10021
655 Madison Ave.
(212) 750-6400

Smith Broadcasting, Inc.
Huntsville, AL 35801
Box 2041
(205) 536-8521

Sonderling Broadcasting Corp.
Miami 33137
3050 Biscayne Blvd.
(305) 576-6688

South Central Broadcasting
Evansville, IN 47736
Box 3848
(812) 424-8284

Southern Minnesota Bdcstg.
Rochester, MN 55901
122 Fourth St., S.W.
(507) 286-1010

Southmedia Co.
Gainesville, GA 30501
Drawer S
(404) 536-3344

Southwestern Broadcasters Inc.
La Jolla, CA 92037
2223 Ave. De La Playa
(714) 459-4219

Stauffer Communications, Inc.
Topeka, KS 66601
Box 119
(913) 272-3456

Sterling Recreation Org.
Bellevue, WA 98009
Box 1723
(206) 455-8100

Stoner Broadcasting System
Des Moines 50317
3900 N.E. Broadway
(515) 265-6181

Storer Broadcasting Co.
Miami Beach 33154
1177 Kane Concourse
(305) 866-0211

Storz Broadcasting Co.
Omaha 68131
Kiewit Plaza
(402) 342-4700

Stuart Broadcasting Co.
Lincoln, NE 68501
625 Stuart Bldg.
(402) 475-4204

Sudbrink Broadcasting
Ft. Lauderdale 33308
3081 E. Commercial Blvd.
(305) 771-0735

Summit Communications Inc.
Winston-Salem, NC 27102
Box 3018
(919) 727-8800

Susquehanna Broadcasting Co.
York, PA 17401
140 E. Market St.
(717) 845-5626

Jimmy Swaggart Evangelistic Association
Baton Rouge 70821
Box 2550
(504) 926-6614

Swanson Broadcasting, Inc.
Tulsa 74119
1502 S. Boulder
(918) 582-6195

Taft Broadcasting Co.
Cincinnati 45219
1906 Highland Ave.
(513) 721-1414

Sarkes Tarzian, Inc.
Bloomington, IN 47401
E. Hillside Dr.
(812) 332-7251

Albert S. Tedesco Stations
Minneapolis 55427
3701 Winnetka Ave., N.
(612) 544-1558

Thoms Broadcasting Companies
Asheville, NC 28804
75 Scenic Highway
(704) 255-0111

Tichenor Media System
Harlingen, TX 78550
Box 711
(512) 423-3910

2588 Newport Corp.
Los Angeles 90067
2222 Ave. of the Stars
(213) 277-4980

United Broadcasting Co.
Bethesda, MD 20014
4733 Bethesda Ave.
(301) 652-7707

John Walton Stations
Pebble Beach, CA 93953
Box 1417
(408) 649-6622

Warner Stations
Lincoln, NE 68503
4343 O St.
(402) 475-4567

Welcome Radio, Inc.
Akron 44320
369 S. Portage Path
(216) 535-6165

Westinghouse Broadcasting Co.
New York 10016
90 Park Ave.
(212) 983-6500

WGN Continental Broadcasting
Chicago 60618
2501 Bradley Place
(312) 528-2311

Mel Wheeler, Inc.
Denton, TX 76201
Box 125
(817) 382-2552

Wichita Great Empire Broadcasting, Inc.
Wichita 67201
Box 1402
(316) 838-9141

Withers Broadcasting Co.
Bridgeport, WV 26330
Box 480
(304) 842-3558

H. Calvin Young, Jr. Stations
Nashville 37204
4225 Franklin Rd.
(615) 868-4968

SECTION 3

REP DIRECTORY

The planning guides in this directory should only be used as a point of reference from which to start. The "real" buying data can best be obtained from the representative handling the station. One would be hard put to develop and implement a plan without help from the station representatives.

The Station Directory (pg. 19) in this radio planning guide will lead one to the name of the representative handling a particular station.

This section then will provide addresses and phone numbers of both national and regional reps, and, as an added service, the name of the principal contact.

Change is a constant in the rep field. During the life of this Encyclomedia, some stations will change reps. All such changes were made up to deadline.

REP DIRECTORY

A/D Media Sales
Beverly Hills 90211
111 N. La Cienega Blvd.
(213) 652-1441
Chuck Dwyer
San Francisco 94122
1241 27th Ave.
(415) 681-9696
Al Dougherty

Howard Anderson Company
Omaha 68144
1705 S. 116th St.
(402) 333-2636
Howard Anderson

Blair Radio
Atlanta 30308
600 W. Peachtree St., N.E.
(404) 881-1145
William White
Boston 02116
535 Boylston St.
(617) 536-6230
Mike Horn
Chicago 60611
645 N. Michigan Ave.
(312) 787-2300
Tom Walton
Dallas 75219
3141 Hood St.
(214) 522-5280
Frank Carter
Detroit 48202
1811 Fisher Bldg.
(313) 871-3066
Dan Follis
Los Angeles 90036
5670 Wilshire Blvd.
(213) 937-4620
Fran Wilkinson
Minneapolis 55402
510 Marquette Ave.
(612) 339-8894
Brian Robinson
New York 10022
717 Fifth Ave.
(212) 752-0400
Bob Chaisson
Philadelphia 19102
Three Girard Plaza
(215) 568-0290
Jack Welford
Portland, OR 97201
1501 S.W. Jefferson St.
(503) 226-5007
Tom Leslie
St. Louis 63102
10 Broadway
(314) 421-5262
Tom Cinquina
San Francisco 94108
650 California St.
(415) 434-3272
Bob Ferraro
Seattle 98124
Box 24525
(206) 223-5224
Ralph Heyward

Jack Bolton Associates
Atlanta 30326
3384 Peachtree Rd., N.E.
(404) 237-1577
Jack Bolton
New York 10036
25 W. 43rd St.
(212) 575-5020
Loretta Kenney
Chicago 60606
20 N. Wacker Dr.
(312) 236-8887
Howard Weiss
Los Angeles 90028
6922 Hollywood Blvd.
(213) 462-6655
Sandy Kahn
San Francisco 94131
596 Dellbrook
(415) 731-3620
Jim Lucas
Raleigh 27511 (Cary, NC)
Box 695
(919) 467-8645
Barry Noll
Boston 02116
100 Boylston St.
(617) 482-4370
George Bingham
Dallas 75219
3511 N. Hall St.
(214) 521-8800
K.L. Miller
Detroit 48226
1901 Industrial Bldg.
(313) 961-2685
Bud Pearse
St. Louis 63105
7730 Carandelet
(314) 862-5250
Gert Bunchez

Buckley Radio Sales
New York 10022
485 Madison Ave.
(212) 832-0404
Joseph M. Bilotta
Atlanta 30309
1819 Peachtree Rd., N.E.
(404) 352-1287
T. Richard Rawlins
Boston 02116
115 Newbury St.
(617) 266-9176
Ronald H. Wayland
Chicago 60611
520 N. Michigan Ave.
(312) 644-4530
Robert J. Lurito
Dallas 75205
5327 N. Central Expwy.
(214) 528-1315
Lee Bell
Detroit 48202
818 Fisher Bldg.
(313) 871-1030
Roger Hornung
Los Angeles 90028
6255 Sunset Blvd.
(213) 461-3313
Jack Kabateck
Philadelphia 19102
1420 Walnut St.
(215) 546-5045
Andrew Goldblatt
San Francisco 94105
625 Market St.
(415) 543-1092
Lloyd McGovern
St. Louis 63102
10 Broadway
(314) 621-6040
Kay Lavsa

Gert Bunchez & Associates
St. Louis 63105
7730 Carondelet
(314) 862-5250
Gert Bunchez

New York 10022
663 Fifth Ave.
(212) 755-1339
Gert Bunchez
Chicago 60601
1 E. Wacker Dr.
(312) 329-9501
Sid Roberts
Dallas 75219
3511 N. Hall St.
(214) 521-6800
K.L. Miller
Atlanta 30326
3384 Peachtree Rd., N.E.
(404) 237-1577
Jack Bolton
Beverly Hills 90211
111 N. LaCienga
(213) 652-1441
Chuck Dwyer
San Francisco 94111
66 Broadway
(415) 391-2272
Diane McMeekin

Busby, Finch, Lathom & Widman (BFL&W)
Atlanta 30329
57 Executive Park S.
(404) 633-4314
Judy Jendro
Dallas 75219
3141 Hood St.
(214) 528-1724
Ralph Widman

Caballero Spanish Media
New York 10017
30 E. 42nd St.
(212) 972-1019
Eduardo Caballero
Atlanta 30309
1819 Peachtree Rd., N.E.
(404) 355-6432
Bernie Ochs
Chicago 60606
20 N. Wacker Dr.
(312) 764-9295
Howard Weiss
Los Angeles (Hollywd 90028)
6290 Sunset Blvd.
(213) 461-3905
Jeff Freeman

CBS/FM National Sales
New York 10019
51 W. 52nd St.
(212) 975-3185
Andy Orgel
Chicago 60611
630 N. McClurg Ct.
(312) 944-6000
Joe Schwartz
Detroit 48202
1910 Fisher Bldg.
(313) 872-5500
Rotha Maddox
San Francisco 94111
One Embarcadero Center
(415) 982-7000
John Fitzpatrick
Los Angeles 90028
6121 Sunset Blvd.
(213) 469-1212
Bruce Braun

CBS Radio Spot Sales
New York 10019
51 W. 52nd St.
(212) 975-4575
Gary Koester
Philadelphia 19131
City Line Ave. & Monument Road
(215) 839-3758
Raif D'Amico
Atlanta 30326
3445 Peachtree Rd., N.E.
(404) 233-8281
Joseph Sierer
Detroit 48202
1910 Fisher Bldg.
(313) 872-5500
Don Jumisco
Chicago 60611
630 McClurg Court
(312) 944-6000
Rod Calarco
St. Louis 63102
1 Memorial Dr.
(314) 621-2345
David Brennan
San Francisco 94111
One Embarcadero Center
(415) 982-7000
Thomas Cosgrove
Los Angeles 90028
6121 Sunset Blvd.
(213) 460-3000
W. Dean LeGras

Christal Company, The
New York 10022
919 Third Ave.
(212) 688-4414
William S. Froelich
Chicago 60601
333 N. Michigan Ave.
(312) 236-6357
Gerald Heichman
San Francisco 94104
Russ Bldg.
(415) 982-1390
Ronni Brand
Detroit (Troy, MI 48084)
2100 W. Big Beaver Rd.
(313) 649-3230
Craig Wilbraham
Boston 02116
9 Newbury St.
(617) 267-1180
Jack Kettell
Atlanta 30326
3340 Peachtree Rd., N.E.
(404) 237-5236
Tom Dolliff
Los Angeles 90010
3807 Wilshire Blvd.
(213) 388-2171
Paddy Ramsay
Dallas 75240
13789 Noel Rd.
(214) 386-5300
Keith Issitt
Philadelphia 19103
Suburban Sta. Bldg.
(215) 564-4561

Concert Music Broadcast Sales
New York 10017
50 E. 42nd St.
(212) 867-9750
Peter Cleary
Peter Besheer
Woodland Hills, CA 91364
Box 703
(213) 346-9621
Harlan Oakes

Devney Organization
New York 10017
141 E. 44th St.
(212) 661-2460
Edward J. Devney
Chicago 60659
3322 W. Peterson Ave.
(312) 478-5544
Hooper Jones
Woodland Hills, CA 91364
21243 Ventura Blvd.
(213) 346-9621
Harlan Oakes

(Continued)

Devney Organization (cont.)
San Francisco 94131
596 Dellbrook
(415) 731-3620
Ward Glenn
Boston 02116
100 Boylston St.
(617) 482-4370
George Bingham
Dallas 75219
3141 Hood St.
(214) 528-1724
Ralph Widman
Atlanta 30309
1900 The Exchange
(404) 952-4555
Nick Imbornone
Detroit
Enterprise 6525

Dome & Associates Inc.
Philadelphia 19103
1617 John Kennedy Blvd.
(215) 563-3716
Robert S. Dome
Pittsburgh 15222
1704 Investment Bldg.
(412) 391-6520
Steve Rooney
Baltimore 21202
Direct line to Philadelphia
(301) 685-3337
Atlanta 30326
3384 Peachtree Rd., N.E.
(404) 266-2133
Mary O'Shields
Raleigh 27609
Box 18006
(919) 782-0896
Penn Watson

Dore-Walton Associates
New York 10036
25 W. 43rd St.
(212) 575-5020
Robert Walton
Chicago 60606
20 N. Wacker Drive
(312) 236-8887
Mary Friedman

Eastman Radio
New York 10020
One Rockefeller Plaza
(212) 581-0800
Jay Keay
Atlanta 30309
1447 Peachtree St., N.E.
(404) 892-2484
Dick Walker
Philadelphia 19103
1700 Walnut St.
(215) 735-0102
Dan Hudson
Chicago 60611
444 N. Michigan Ave.
(312) 644-0670
Jerry Donovan
Dallas 75206
6060 N. Central Expwy.
(214) 691-7984
Gary Andon
St. Louis 63101
1015 Locust St.
(314) 241-7040
Dave MacAllister
Detroit 48202
2990 W. Grand Blvd.
(313) 873-2090
Dave Gneiser
Los Angeles 90028
6255 Sunset Blvd.
(213) 464-6104
Carl Butrum
San Francisco 94111
517 Washington St.
(415) 391-3937
Steve Block
Seattle 98101
1411 Fourth Ave. Bldg.
(206) 624-4191
Mick Tacher
Portland, OR 97205
1130 S.W. Morrison
(503) 226-2911
Richard Gohlman
Denver 80211
2701 Alcott
(303) 455-4111
Charlie Vais
Salt Lake City 84111
312 East South Temple
(801) 355-4641
Doug Wildfoerster
Boston 02116
Park Square Bldg.
(617) 482-0440
S. Peter Kadetsky

Wayne Evans and Associates, Inc.
Minneapolis 55402
905 Foshay Tower
(612) 338-7017
Robert E. Bowden

J.L. Farmakis, Inc.
New Canaan, CT 06840
Box 1004
(203) 966-1746
Jack Farmakis
Cedar Rapids, IA 52407
Box 4446
(319) 363-1632
Russ Parker
Sausalito, CA 94965
3030 Bridgeway
(415) 332-9071
John Bourke

Gillis Broadcasting Representatives
Beverly Hills 90211
9015 Wilshire Blvd.
(213) 273-3593
Jim Gillis
San Francisco 94111
66 Broadway St.
(415) 391-2272
Diane McMeekin
Dallas 75219
3511 N. Hall St.
(214) 521-6800
K.L. Miller
New York 10022
515 Madison Ave.
(212) 751-3808
Bill Schutz
Seattle 98119
221 First Ave.
(206) 285-4293
Jack Davies
Atlanta 30326
3384 Peachtree Rd., N.E.
(404) 237-1578
Jack Bolton

Herbert Groskin
New York 10017
310 Madison Ave.
(312) 986-4366

Bernard Howard
New York 10022
800 Third Ave.
(212) 421-4900
Bernard Howard
Chicago 60601
1 E. Wacker Dr.
(312) 467-1350
Ron Dadetta
Atlanta 30309
1800 Peachtree Rd., N.W.
(404) 355-9700
Richard Greener

San Francisco 94104
322 Pine St.
(415) 981-3676
Milton Seropan
Los Angeles 90036
5455 Wilshire Blvd.
(213) 938-0118
Jack Kincaid
Dallas 75204
3627 Howell Street
(214) 522-3762
Dean Cowart
Detroit (Dearborn, MI 48126)
Parklane Towers East
(313) 336-3444
Carl Lanci
St. Louis 63102
112 N. 4th St.
(314) 231-5143
Bruce Schneider

HR/Stone
New York 10022
575 Lexington Ave.
(212) 758-2323
Rosemary Zimmerman
Chicago 60601
230 N. Michigan Ave.
(312) 641-5190
Marty Steadman
Detroit (Troy, MI 48084)
2075 W. Big Beaver
(313) 649-4464
David Dorin
Dallas 75219
3511 N. Hall St.
(214) 528-8881
Mark Stacey
Atlanta 30308
805 Peachtree St., N.E.
(404) 873-2228
Chuck Hillier
Los Angeles 90010
4311 Wilshire Blvd.
(213) 930-2040
Don Propst
San Francisco 94104
690 Market St.
(415) 986-7880
Michael Sobol
St. Louis 63102
408 Olive
(314) 241-2682
Alan Abert
Philadelphia 19102
225 S. 15th St.
(215) 732-0117
Jean Griffin

Kadetsky Broadcast Properties, Inc.
Boston 02116
Park Square Bldg.
(617) 482-0440
Peter Kadetsky

Katz Radio
New York 10017
One Dag Hammarskjold Plaza
(212) 572-5500
Ken Swetz
Atlanta 30361
100 Colony Square
(404) 892-3811
Bill Aaron
Boston 02116
20 Providence St.
(617) 426-7290
Ed Gottmann
Chicago 60611
444 N. Michigan Ave.
(312) 836-0500
Bob McArthur
Dallas 75219
3626 N. Hall St.
(214) 526-7300
Bill Keys
Detroit (Troy, MI 48084)
1650 W. Big Beaver Rd.
(313) 649-4333
Stu Olds
Los Angeles 90036
5900 Wilshire Blvd.
(213) 937-5250
David Wisentaner
Philadelphia 19102
3 Parkway
(215) 567-7950
Jack Marino
Portland, OR 97204
620 S.W. 5th Ave.
(503) 226-3973
Dennis Mahoney
St. Louis 63102
10 Broadway
(314) 231-1868
Thomas Kniest
San Francisco 94111
One California Bldg.
(415) 362-7534
Pat Hodges
Seattle 98121
4th & Battery Bldg.
(206) 682-8131
Earl Reilly

Nona Kirby Company
Boston 02116
1028 Statler Office Bldg.
(617) 482-6117
Kay Chille

Knight Radio Sales
Boston 02215
390 Commonwealth Ave.
(617) 262-1950
Scott Knight

R.A. Lazar & Company
New York 10036
25 W. 43rd St.
(212) 575-5020
Chicago 60601
1 E. Wacker Dr.
(312) 329-9500
Robert A. Lazar
Boston 02116
1400 Statler Bldg.
(617) 542-0478
Santo Crupi
Dallas 75219
3141 Hood St.
(214) 528-1724
Ralph Widman
San Francisco 94133
559 Pacific Ave.
(415) 391-1984
Sam Posner
Los Angeles 90036
5455 Wilshire Blvd.
(213) 937-7247
Barbara Forrest
Clarkston, GA 30021
Box 365
(404) 294-0346
Carter S. Jones

Major Market Radio, Inc.
New York 10017
415 Madison Ave.
(212) 355-1700
David Kaufman
Chicago 60611
400 N. Michigan Ave.
(312) 321-9850
John Dragomier
Los Angeles 90028
5858 Sunset Blvd.
(213) 461-3117
Dick Mahoney
Philadelphia 19130
2200 Benj. Franklin Pkwy.
(215) 567-3600
Cathi Foster

(Continued)

Major Market (cont.)
Detroit (Southfield, MI 48076)
26400 Lahser Rd.
(313) 358-2060
Tom Tiernan
Boston 02215
390 Commonwealth Ave.
(617) 266-1300
Scott Knight
San Francisco 94123
1868 Union St.
(415) 922-9600
Austin Walsh
Dallas 75230
12900 Preston Rd.
(214) 387-8958
Dick Benzon
Atlanta 30309
1375 Peachtree St., N.E.
(404) 892-7525
Michael B. Disney
Houston—Enterprise 7525
Pittsburgh—Zenith 6570
Seattle—
Zenith 8149
Portland, OR—
Commerce 9748

Market 4 Radio
New York 10036
25 W. 43rd St.
(212) 354-8244
Jim Smith
Chicago (Des Plaines, IL 60018)
Box 1243
(312) 827-7550
John Murphy
Dallas 75219
3001 LBJ Freeway
(214) 247-5707
Jack Riley
Detroit (Dearborn, MI 48128)
Box 5146
(313) 561-3823
Tom Corlett
Los Angeles 90028
1680 N. Vine St.
(213) 464-9263
Bill Dahlsten
San Francisco 94131
596 Dellbrook
(415) 731-3620
Ward Glenn
Atlanta 30309
P.O. Drawer 7308
(404) 381-0220
Dan Haight

Jack Masla
New York 10017
41 E. 42nd St.
(212) 490-3760
Stan Feinblatt
Chicago 60601
75 E. Wacker Dr.
(312) 236-7974
Arnold Taylor
Detroit 48226
1901 Industrial Bldg.
(313) 961-4242
Dick Sheppard
Los Angeles 90028
6290 Sunset
Boulevard
(213) 462-7351
David Adams
San Francisco 94111
545 Sansome St.
(415) 986-5372
William Peavey
Atlanta 30318
1900 Emery St., N.W.
(404) 355-0777
Bill Jones
Dallas 75234
3001 LBJ Freeway
(214) 247-7187
Jack Riley
St. Louis 63102
112 N. 4th St.
(314) 231-5143
Bruce Schneider
Boston 02116
100 Boylston St.
(617) 482-4370
George C. Bingham
Memphis 38104
2158 Union Avenue
Building
(901) 272-7503
George Foulder

McGavren Guild Radio
New York 10017
154 E. 46th St.
(212) 599-6500
Dick Sharpe
Boston 02116
224 Clarendon St.
(617) 266-0666
Tom Poulos
Philadelphia 19103
1730 Spruce St.
(215) 732-3380
Marc Gross
Chicago 60601
111 E. Wacker Dr.
(312) 644-7150
Anthony Durpetti
Detroit (Troy, MI 48084)
3155 W. Big Beaver Rd.
(313) 649-6200
Greg Campbell
St. Louis 63102
10 S. Broadway
(314) 231-0000
Gary Ahrens
Atlanta 30339
1900 The Exchange
(404) 953-1111
Anthony Maisano
Dallas 75219
3626 Hall St.
(214) 528-5471
Ed Carrell
Los Angeles 90048
6420 Wilshire Blvd.
(213) 658-7072
Les Goldberg
San Francisco 94104
235 Montgomery St.
(415) 986-4112
Gary Katz
Houston 77027
1200 S. Post Oak Rd.
(713) 960-9790
Shane Fox

John L. McGuire, Inc.
Denver 80206
2829 E. Second Ave.
(303) 321-2354
John L. McGuire

A.J. Messner & Co., Ltd.
Winnipeg, Manitoba R3B 1N7
802-228 Notre Dame Ave.
(204) 943-9574
A.M. Messner

Paul Miller
Chicago 60645
3322 W. Peterson Ave.
(312) 478-5544
Hooper Jones
Dallas 75219
3131 Turtle Creek Tower
(214) 528-2923
Paul Miller
Los Angeles 90028
6922 Hollywood Blvd.
(213) 462-6655
James Lucas

New York 10036
25 W. 43rd St.
(212) 575-2020
Loretta Kenney
San Francisco 94131
596 Dellbrook
(415) 731-3620
Jim Lucas

Art Moore, Inc.
Seattle 98111
Box 1969
(206) 682-3377
Paul Becker
Portland 97204
520 S.W. Yamhill St.
(503) 228-7284
Darrell Rutter

National Time Sales
New York 10016
275 Madison Ave.
(212) 889-1200
Henry Franklin
Chicago 60645
3322 W. Peterson Ave.
(312) 478-5544
Hooper Jones
San Francisco 94133
599 Pacific Ave.
(415) 391-1984
Bert Chance
Los Angeles (Bev. Hills 90211)
111 N. La Cienega Blvd.
(213) 652-1441
Charles Dwyer
Atlanta 30309
1819 Peachtree Rd., N.E.
(404) 355-6432
Barney Ochs
Seattle 98101
500 Wall St.
(206) 682-0550
John Upham

John "Andy" Potter Co.
San Francisco 94104
465 California St.
(415) 398-5710
Andy Potter
Los Angeles 90010
3600 Wilshire Blvd.
(213) 388-3407
Andy Potter
New York 10036
25 W. 43rd St.
(212) 575-2020
Loretta Kenney
Chicago 60606
20 N. Wacker Dr.
(312) 236-8887
Howard Weiss
Dallas 75219
3141 Hood St.
(214) 528-1724
Ralph Widman
Atlanta 30329
57 Executive Park So.
(404) 892-2901
Judy Gendro
Detroit (Dearborn, MI 48128)
Box 5146
(313) 561-3823
Tom Corlett

PRO Radio
New York 10017
441 Lexington Ave.
(212) 687-3380
Tom Hayes
Baltimore 21202
204 E. Biddle St.
(301) 727-6566
Senius Smith
Atlanta 30326
3384 Peachtree Rd., N.E.
(404) 266-2133
Mary O'Shields
Raleigh 27609
Box 18006
(919) 782-0896
Penn Watson
Memphis 38104
2158 Union Ave.
(901) 272-7503
George Faulder
Chicago 60601
333 N. Michigan Ave.
(312) 368-1644
Pamela Caldwell
Detroit (Southfield, MI 48076)
29451 Greenfield
(313) 559-9838
Nancy McLean
Kansas City, MO 64105
1012 Baltimore Building
(816) 471-5502
Eugene F. Gray
Dallas 75219
3131 Turtle Creek
(214) 522-7272
Jim Cathey
Denver 80206
2829 E. Second Ave.
(303) 321-2354
John McGuire
Los Angeles 90028
6922 Hollywood Boulevard
(213) 463-3201
Bob Allen
San Francisco 94105
681 Market St.
(415) 362-7159
Loret Cusworth
Seattle 18107
P.O. Box 17068
(206) 784-6740
Dean Seaton

P/W Radio Representatives
Atlanta 30021
Box 365
(404) 294-0346
Carter Jones
Chicago 60601
203 N. Wabash Ave.
(312) 782-9732
Thomas Neely
Dallas 75219
3141 Hood St.
(214) 528-1724
Ralph Widman
Detroit (Troy, MI 48084)
3155 W. Big Beaver Rd.
(313) 649-3999
Jim Neil
Los Angeles 90010
3660 Wilshire Blvd.
(213) 380-0721
Ed Wocher
New York 10036
15 W. 44th St.
(212) 354-8474
Al Peterson
San Francisco 94104
155 Montgomery St.
(415) 397-1214
Ed Wocher

Radio Advertising Reps-RAR
New York 10016
90 Park Ave.
(212) 692-3227
John Waugaman
Chicago 60611
625 N. Michigan Ave.
(312) 454-6990
Dan McCarney

(Continued)

Radio Advtsg. Reps (cont.)
Detroit (Oak Park, MI 48237)
25900 Green Field Rd.
(313) 968-2030
Jim McQuaide
Los Angeles 90028
6230 Yucca St.
(213) 469-2923
Terry Saidel
San Francisco 94104
44 Montgomery St.
(415) 434-2866
Ed Gardner
Atlanta 30326
3330 Peachtree Rd., N.E.
(404) 885-5880
Bob Jones

Radio Time Sales International
San Francisco 94133
559 Pacific Ave.
(415) 391-1984
Sam Posner
New York 10016
22 E. 40th St.
(212) 889-1200
Hank Franklin
Chicago 60606
20 N. Wacker Dr.
(312) 236-8887
Bob Walton
Los Angeles 90036
5455 Wilshire Blvd.
(213) 937-7247
Barbara Forrest
Detroit (Dearborn, MI 48123)
Box 5146
(313) 561-3823
Tom Corlett
Seattle 98107
Box 17068
(206) 784-6740
Dean Seaton
Dallas 75234
3001 LBJ Freeway
(214) 247-5707
Jack Riley
Tulsa 74101
Box 1384
(918) 587-1491
Beverly Butler
Memphis 38104
2158 Union Ave. Bldg.
(901) 272-7503
George Faulder
Atlanta 30309
1900 The Exchange
(404) 952-4555
Nick Imbornone
Honolulu 96809
Box 456
(808) 524-0718
George Mansfield

Regional Reps Corp.
Madiera Beach, FL 33738
P.O. Box 8025
(813) 397-1456
Leonard F. Auerbach
Cleveland 44115
1220 Huron Rd.
(216) 781-0035
Harry D. Parks
Cincinnati 45203
Holiday Park Tower
(513) 651-1511
Don O. Hays

Riley Representatives
Dallas 75234
3001 LBJ Freeway
(214) 247-5707
Jack Riley
Atlanta 30318
1900 Emery St., N.W.
(404) 355-0777
Bill Jones
Boston 02116
100 Boylston St.
(617) 482-4370
George Bingham
Chicago 60606
20 N. Wacker Dr.
(312) 236-8887
Howard Weiss
Denver 80206
280 Columbine St.
(303) 321-2080
Bob Hix
Los Angeles 90211
111 N. LaCienega Blvd.
(213) 652-1441
Chuck Dwyer
Memphis 38104
2158 Union Ave. Bldg.
(901) 272-7503
George Faulder
New York 10036
(Walton Bdcstg. Sls. Corp.)
25 W. 43rd St.
(212) 575-5020
Bob Walton
San Francisco 94133
559 Pacific Ave.
(415) 391-1984
Sam Posner

RKO Radio Sales
New York 10018
1440 Broadway
(212) 764-6800
Harry Callahan
Chicago 60601
111 E. Wacker Dr.
(312) 527-5300
Dave Nelson
San Francisco 94105
1 Market Plaza
(415) 777-5722
Sonny Mitchell
Los Angeles 90036
5670 Wilshire Blvd.
(213) 934-6531
Bob Griffith
Detroit (Troy, MI 48084)
3221 W. Big Beaver Rd.
(313) 643-7655
Jack Patterson
Atlanta 30309
1800 Peachtree Rd., N.W.
(404) 351-0773
Mike Disney
Dallas 75219
3626 N. Hall St.
(214) 522-5650
Jim Allen

The Robert's Associates
Chicago 60601
1 E. Wacker Dr.
(312) 329-9501
Sid Roberts
New York 10036
25 W. 43rd St.
(212) 575-5020
Loretta Kenney
Boston 02116
1400 Statler Bldg.
(617) 542-0478
Santo Crupi
San Francisco 94133
559 Pacific Ave.
(415) 391-1984
Sam Posner
Los Angeles 90036
5455 Wilshire Blvd.
(213) 937-7247
Barbara Forrest

Dallas 75219
3141 Hood St.
(214) 528-1724
Ralph Widman
Atlanta 30309
1819 Peachtree Rd., N.E.,
(404) 355-6432
Bernard Ochs

Roslin Radio Sales Inc.
New York 10022
509 Madison Ave.
(212) 486-0720
Marv Roslin
Chicago 60601
307 N. Michigan Ave.
(312) 726-5451
Bruce Kaplan
Boston 02116
20 Providence St.
(617) 426-0008
Dick Grove
Los Angeles 90066
5456 McConnell Ave.
(213) 657-8541
Deborah Dunlevy

Savalli/Gates
Atlanta 30309
1371 Peachtree St., N.E.
(404) 892-8850
Fanny Lee Garrett
Chicago 60601
333 N. Michigan Ave.
(312) 782-7494
Thomas J. Griffin
Dallas 75219
3511 N. Hall St.
(214) 521-2111
K. Layton Miller
Detroit 48226
1214 Griswold
(313) 961-3353
Eleanore Krupp
Los Angeles (Hollywd 90028)
6922 Hollywood Blvd.
(213) 465-3113
James Lucas
New York 10022
515 Madison Ave.
(212) 688-2380
George Sternberg
San Francisco 94131
596 Dellbrook
(415) 731-3620
Ward Glenn

Bruce Schneider & Co.
St. Louis 63102
112 N. Fourth St.
(314) 231-5143
Bruce W. Schneider

Schutz & Co.
New York 10022
515 Madison Ave.
(212) 751-3808
Bill Schutz
Chicago 60601
333 N. Michigan Ave.
(312) 782-7494
Tom Griffin
Atlanta 30326
3384 Peachtree Rd., N.E.
(404) 237-1578
Jack Bolton
Los Angeles 90010
3600 Wilshire Blvd.
(213) 388-3407
Andy Potter

Selcom
New York 10020
1221 Ave. of the Americas
(212) 730-0202
Lou Faust
Bill McHale
Tom Klement
Chicago 60611
625 N. Michigan Ave.
(312) 951-8250
Donn Winther
Dallas 75219
3626 N. Hall St.
(214) 522-3970
Barbara Crooks
Detroit (Southfield, MI 48076)
26011 Evergreen Rd.
(313) 355-0840
Jim Forrer
Los Angeles (Hollywood 90036)
5900 Wilshire Blvd.
(213) 936-6205
Bill Smither
San Francisco 94111
One California St.
(415) 781-3990
Lynn Picadio
Atlanta 30305
3030 Peachtree Rd., N.W.
(404) 266-9958
John Wilson

Frederick W. Smith
New York 10036
15 W. 44th St.
(212) 867-0295
Chicago 60659
3322 W. Peterson Ave.
(312) 478-5544
Hooper Jones
Los Angeles (Bev. Hills 90211)
111 N. La Cienega Blvd.
(213) 652-1441
Charles P. Dwyer
San Francisco 94131
596 Dellbrook
(415) 731-3620
Ward Glenn
Dallas 75219
3141 Hood St.
(214) 528-1724
Ralph Widman
Raleigh 27609
P.O. Box 18006
(919) 782-0896
Penn Watson
Detroit (Dearborn, MI 48128)
P.O. Box 5146
(313) 561-3823
Thomas Corlett
Atlanta 30326
3384 Peachtree Rd., N.E.
(404) 266-2133
Mary O'Shields
Seattle 98107
P.O. Box 17068
(206) 784-6740
Dean Seaton

Harold Soderlund Co.
Omaha 68102
1624 Douglas St.
(402) 341-7535

The Tacher Company, Inc.
Seattle 98101
1411 Fourth Ave. Bldg.
(206) 624-4191
Mick Tacher
Portland 97205
1130 S.W. Morrison
(503) 226-2911
Dick Gohlman

T-N Spot Sales
(Tobacco Network)
Raleigh 27602
Box 1988
Wally Voight

(Continued)

T-N Spot Sales (cont.)

Detroit 48326
1901 Industrial
Building
(313) 961-2685
Bud Pearse

Torbet Radio

New York 10017
1 Dag Hammarskjold
Plaza
(212) 355-7705
Joe Dorton

Chicago 60611
444 N. Michigan Ave.
(312) 222-1430
John Geary

St. Louis 63102
330 Mansion House
Center
(314) 241-8130
Sam Hall

Detroit (Troy, MI 48084)
911 W. Big Beaver Rd.
(313) 362-1405
Betty Pazdernik

Atlanta 30345
1750 Century Circle, N.E.
(404) 325-4500
Jim Lavelle

Memphis 38117
Box 17766
(901) 761-0921
Bob Chisolm

Dallas 75234
4101 McEwen
(214) 980-1680
Carol Cagle

Denver 80206
280 Columbine St.
(303) 321-2080
Bob Hix

Seattle 98111
Box 1969
(206) 682-3377
Paul Becker

Portland, OR 97204
520 S.W. Yamhill St.
(503) 228-7284
Darrell Rutter

Philadelphia 19103
1700 Market St.
(215) 563-7414
Jerry Gubin

Los Angeles 90036
5900 Wilshire Blvd.
(213) 937-4500
Ron Woods

San Francisco 94111
3 Embarcadero Center
(415) 956-7778
Steve Marriott

UBC Sales

Atlanta 30339
1900 The Exchange
(404) 952-4555
Nick Imbronone

Chicago 60611
400 N. Michigan Ave.
(312) 467-1632
Herb Scharff

Dallas 75219
3131 Turtle Creek
(214) 528-2923
Paul Miller

Los Angeles 90036
5455 Wilshire Blvd.
(213) 937-7247
Barbara Forrest

New York 10017
122 E. 42nd St.
(212) 682-1833
Robert Wittig

San Francisco 94113
559 Pacific Ave.
(415) 391-1984
Sam Posner

Walton Broadcasting Sales

Chicago 60606
20 N. Wacker Dr.
(312) 236-8887
Howard Weiss

Atlanta 30326
3384 Peachtree Rd., N.E.
(404) 237-1577
Jack Bolton

Dallas 75234
3001 LBJ Freeway
(214) 247-5707
Jack Riley

New York 10036
25 W. 43rd St.
(212) 575-5020
Loretta Kenney

Los Angeles 90036
5455 Wilshire
Boulevard
(213) 937-7247
Barbara Forrest

San Francisco 94133
559 Pacific Ave.
(415) 391-1984
Sam Posner

Boston 02116
100 Boylston St.
(617) 482-4370
George Bingham

Detroit
Enterprise 7772

Minneapolis
Zenith 7772

St. Louis
Enterprise 41135

THE
SUSQUEHANNA
STATIONS
SERVING OVER
2,000,000*
LISTENERS
WEEKLY

*Subject to qualification upon request.

WSBA AM/FM Harrisburg/Lancaster/York
WARM Wilkes-Barre/Scranton
WHLO Akron/Canton
WGBB Nassau County, NY
WQBA AM/FM Miami
WKIS Orlando
WLQR Toledo
WLQA Cincinnati
WFMS Indianapolis
KPLX/KLIF Dallas/Fort Worth
WLTA Atlanta.

SECTION 4

ETHNIC RADIO

Need to know the call letters of stations that program completely or dominantly for the Black and Hispanic communities?

The following five pages will lead you to this information. Representatives were surveyed to find out which of their stations met these requirements. We let the reps decide.

This is Encyclomedia's first presentation of data of this nature. Also, to the best of our knowledge, it has not been presented is so concise a fashion before.

A word of caution: In many communities with high percentages of Black or Hispanic population groups, stations may program for a general audience yet achieve a high penetration of an ethnic group. The sophisticated marketer, planner or buyer should be able to identify these markets and stations.

Also, check The Arbitron Co. for information on which markets have ordered ethnic studies.

BLACK RADIO PROGRAMING

RADIO STATIONS WITH TOTAL OR DOMINANT BLACK COMMUNITY PROGRAMING

In their efforts to reach the black community, radio stations adapt one of three attitudes. First, there is the station that is programed 100% for the black community; second, there are those stations who dedicate a major portion of their programing (but not all) to reach the black audience. In some cases the rest is directed to other ethnic audiences (principally Spanish language). The third category of black-oriented stations are located in major markets. Programing is not designed specifically to reach the black audience or the format is so specified that it is not possible to accurately indicate a black orientation. Some of these stations, to the sophisticated buyer, will be obvious because of their absence from the following list. In these cases the management of the station is aiming toward a general audience, but the nature of the market and its ethnic makeup generates a large, but not total, black audience.

State/market	Rep	Network
ALABAMA		
Birmingham		
WATV	Howard	BHBN
WBUL	Lazar	SBN
WENN-A/F	Selcom	NBN
WJLD	HR/Stone	SBN
Huntsville		
WEUP	—	SBN
Mobile		
WBLX	Howard	BHBN, NBN
WGOK	Sav-G/Lazar	SBN
Montgomery		
WXVI	Howard	BHBN, NBN
Prattville (Montgomery)		
WQIM	Selcom	—
Tuscaloosa		
WTUG-A/F	Howard	BHBN, SBN
ARKANSAS		
Texarkana		
KADO-FM	Lazar	SBN
CALIFORNIA		
Los Angeles		
KACE	PRO Radio	RN
KDAY	Howard	BHBN, NBN
KJLH	Savali/Gates	—
KKTT	HR/Stone	SBN
Sacramento		
KPOP	Lotus	—
San Francisco		
KDIA	Howard	BHBN, SBN
COLORADO		
Denver		
KDKO	Howard	BHBN, SBN
CONNECTICUT		
Hartford-New Britain		
WKND	Direct/Lazar	NBN
New Haven		
WYBC	Fred Smith	SBN
DISTRICT OF COLUMBIA		
Washington		
WHUR	—	—
WOL	Howard	BHBN
WOOK	UBC	NBN
WUST	Savalli/Gates	SBN
FLORIDA		
Ft. Lauderdale-Hollywood		
WRBD/WCKO	PRO Radio	BHBN, NBN, RN
Jacksonville		
WERD	PRO Radio	SBN, RN
Miami-Miami Beach		
WEDR	Lazar/Schutz	NBN
WMBM	Howard	BHBN
Pensacola		
WBOP	Howard	BHBN, NBN
Tallahassee		
WANM	Howard	BHBN, NBN
Tampa		
WRXB	Lazar	NBN
WTMP	Howard	BHBN
Winter Haven (Orlando)		
WWAB	—	SBN, NBN
GEORGIA		
Atlanta		
WAOK	Selcom	NBN
WIGO	Howard	BHBN, SBN
WXLL	Lazar	—
WYZE	—	—
Augusta		
WTHB	Schutz	NBN
Columbus		
WOKS	Howard	BHBN, SBN, NBN
Macon		
WDDO	HR/Stone	NBN
WIBB	Dora/Clayton	SBN
Savannah		
WEAS	Schutz/Lazar	NBN
ILLINOIS		
Chicago		
WBMX	Howard	BHBN
WJPC	—	NBN
WMPP (Gary)	—	NBN
WVON	Selcom	SBN
INDIANA		
Indianapolis		
WTLC	HR/Stone	NBN
KENTUCKY		
Louisville		
WLOU	Howard	BHBN, SBN, NBN
LOUISIANA		
Monroe		
KYEA	PRO Radio	RN
New Orleans		
WBOK	Howard	BHBN, SBN
WNNR/WXEL	Selcom	NBN
WYLD-A/F	HR/Stone	—
Shreveport		
KCIJ	Savalli/Gates	—
KOKA	Howard	BHBN, NBN
Sulphur (Lake Charles)		
KEZM	Savalli/Gates	SBN
MARYLAND		
Annapolis		
WANN	Lazar	—
Baltimore		
WEBB	Fred Smith	SBN
WSID	UBC	—
WWIN	Howard	BHBN, NBN
MASSACHUSETTS		
Boston		
WILD	Howard	BHBN, SBN

(Continued on pg. 84)

LEGEND TO NETWORKS

BHBN—Bernard Howard Black Network-See pg. 223
NBN—National Black Network—See pg. 221
RN—Rep Network—See pg. 224
SBN—Sheridan Broadcasting Network (formerly Mutual Black Network)—See pg. 221

For address and telephone numbers of representatives turn to page 71.

SPANISH RADIO PROGRAMING

RADIO STATIONS WITH TOTAL OR DOMINANT SPANISH LANGUAGE PROGRAMING

State/Market	Representative
ARIZONA	
Douglas (Tuscon)	
KDAP	PRO Radio
Phoenix	
KIFN	—
KPHX	PRO Radio
KRDS	—
Tucson	
KEVT	Caballero
KXEW	Paul Miller
CALIFORNIA	
Anaheim	
XPRS (Tijuana)	—
Bakersfield	
KWAC	Lotus
KXEM	Caballero
El Centro	
KICO	PRO Radio
XED/XECL	Caballero
XEMBC	Lotus
Fresno	
KGST	Lotus
KXEX	Caballero
Lodi (Sacramento)	
KCVR	—
Los Angeles	
KALI	UBC Sales
KTNQ/KLVE	Caballero
KWKW	Lotus
McFarland (Bakersfield)	
KXEM	Caballero
Modesto	
KLOC	—
KWIP	Caballero
Oxnard	
KOXR	Lotus
Palm Springs-Indio	
KVIM	Lotus
Riverside-San Bernardino	
KCAL-AM	Lotus
KNSE	Caballero
Sacramento	
KPIP	Lotus
Salinas	
KCTY/KRAY	Lotus
KMPG	Caballero
San Diego	
XEBBC	UBC Sales
XEGM	Cabellero
XEPRS	Caballero
XEXX	Lotus
XHERS/XHIS	Savalli/Gates
San Francisco	
KBRG	Caballero
KOFY	Lotus
San Jose	
KAZA	Caballero
KNTA	Lotus
Santa Maria (Santa Barbara)	
KZON	Caballero
Stockton	
KSTN-FM	Bernard Howard
COLORADO	
Denver	
KBNO	Caballero
Pueblo	
KAPI-AM/FM	Caballero
CONNECTICUT	
Hartford	
WLVH	—
WRYM	Caballero
FLORIDA	
Coral Gables (Miami)	
WRHC	—
Kissimmee (Orlando)	
WMJK	Christal
Miami	
WCMQ-AM/FM	Major Market
WOCN	Natl. Time Sales
WQBA-AM/FM	Caballero
Tampa-St. Petersburg	
WSOL	—
WYOU	Caballero
ILLINOIS	
Chicago	
WOJO	Lotus
WOPA	Caballero
LOUISIANA	
Gretna (New Orleans)	
KGLA	Caballero
MASSACHUSETTS	
Boston	
WUNR	Caballero
MICHIGAN	
Detroit	
WMZK	Caballero
NEVADA	
Henderson	
KVOV	Lazar
NEW MEXICO	
Albuquerque	
KABQ	Lotus
Espanola (Los Alamos)	
KDCE	—
Roswell	
KROD	Lotus
NEW YORK	
New York City	
WADO	—
WBNX	UBC Sales
WJIT	Caballero
PENNSYLVANIA	
Philadelphia	
WTEL	Caballero
WDVL (Vineland, NJ)	Caballero
TEXAS	
Austin	
KMXX	Savalli/Gates
Brownsville	
XEAM	UBC Sales
Corpus Christi	
KCCT	Selcom
KUNO	Caballero
Eagle Pass	
KEPS	Caballero/UBC Sales
El Paso	
KAMA-AM/FM	Caballero
XEWG	UBC Sales
Fort Worth	
KESS	Caballero

(Continued)

For addresses and telephone numbers of representatives turn to page 71.

W-QBA
LA CUBANISIMA

AM WQBA FM
Delivering the affluent
South Florida Spanish Market
SUSQUEHANNA STATIONS

SUPER Q
MUSICA
FM 108

State/market	Rep	Network
MICHIGAN		
Detroit		
WGPR	Lazar	SBN
WJLB	HR/Stone	—
WCHB/WJZZ	Howard	BHBN, NBN
Flint		
WAMM	Savalli/Gates	NBN
Saginaw (Bay City)		
WWWS	HR/Stone	NBN
MISSISSIPPI		
Biloxi-Gulfport		
WTAM	Howard	BHBN, NBN
Greenville		
WDMS	Lazar	—
WESY	Howard	BHBN, SBN
Jackson		
WKXI	HR/Stone	SBN
WOKJ	Howard	BHBN, NBN
Meridian		
WQIC	PRO Radio	SBN, RN
WTNK	Howard	BHBN, NBN
MISSOURI		
Kansas City		
KPRS	Howard	BHBN, SBN, NBN
St. Louis		
KATZ	—	SBN, NBN
KKSS	HR/Stone	—
WESL	Lazar	—
NEBRASKA		
Omaha		
KOWH	Howard	BHBN
NEVADA		
Henderson (Las Vegas)		
KVOV	Lazar	SBN
NEW YORK		
Buffalo		
WBLK	PRO Radio	NBN, RN
WUFO	Howard	BHBN, SBN
New York City		
WWRL	Howard	BHBN, SBN
WLIB	McGavren G	NBN
NORTH CAROLINA		
Charlotte		
WGIV	Selcom	NBN
Fayetteville		
WIDU	—	SBN
Goldsboro (Rocky Mount)		
WOKN	Howard	BHBN
Greensboro		
WEAL	Howard	BHBN, SBN
Kinston		
WQDW	—	NBN
Raleigh-Durham		
WLLE	Howard	BHBN, SBN
WSRC	Howard	BHBN, NBN
Wilson		
WGTM	Howard	BHBN, NBN
Winston-Salem		
WAAA	Howard	BHBN, NBN
OHIO		
Cincinnati		
WCIN	Selcom	NBN
Cleveland		
WABQ	HR/Stone	SBN
WJMO	UBC	NBN
Columbus		
WVKO-A/F	Howard	BHBN, SBN, NBN
Dayton		
WDAO	Howard	BHBN, SBN, NBN
Toledo		
WKLR	Masla	SBN
OKLAHOMA		
Oklahoma City		
KFJL	—	—
PENNSYLVANIA		
Philadelphia		
WDAS-A/F	Howard	BHBN, NBN
WHAT	Buckley	SBN
Pittsburgh		
WYJZ/WAMO	Howard	BHBN, SBN
SOUTH CAROLINA		
Charleston		
WPAL	Howard	BHBN, NBN
WPXI	Eastman	—
WQIZ	—	—
Columbia		
WOIC	Eastman	NBN
Florence		
WYNN	PRO Radio	NBN, RN
Greenville-Spartanburg		
WASC	Howard	BHBN
WHYZ	—	NBN
TENNESSEE		
Chattanooga		
WNOO	Lazar	SBN
Knoxville		
WJBE	Fred Smith	SBN
Memphis		
WDIA	Howard	BHBN
WLOK	HR/Stone	SBN, NBN
Nashville		
WVOL	Howard	BHBN
TEXAS		
Beaumont-Port Arthur		
KALO	Selcom	NBN
KJET	Eastman	SBN
Dallas-Fort Worth		
KKDA	HR/Stone	—
KNOK-A/F	Howard	BHBN, NBN
Houston		
KCOH	PRO Radio	BHBN, SBN
KYOK	Buckley	NBN
San Antonio		
KAPE	Schutz	—
VIRGINIA		
Lynchburg		
WJJS	Howard	BHBN
WKYY	—	NBN
Norfolk-Portsmouth		
WPCE/WOWI	HR/Stone	SBN
WRAP	Howard	BHBN, NBN
Richmond		
WENZ	Howard	BHBN, SBN
Roanoke		
WTOY	Masla	SBN
WASHINGTON		
Seattle		
KYAC	Lazar	SBN
WISCONSIN		
Milwaukee		
WAWA/WLUM	Howard	BHBN, SBN, NBN
WNOV	—	NBN

SPANISH RADIO PROGRAMING (cont.)

TEXAS (cont.)	
Harlingen	
KGBT	Katz/Caballero
KIWW	Savalli/Gates
XERT	UBC Sales
Houston	
KEYH	Lotus
KLAT	Caballero
KLVL	—
Laredo	
XEK	Savalli/Gates
KVOZ	Caballero
XENU	Caballero
Lubbock	
KLFB	Caballero;Savalli/Gates
KWGO	Lotus
McAllen (see Harligen)	
Odessa-Midland	
KKKK	Caballero
Ralls (Lubbock)	
KCLR	Milam & Cowart
San Antonio	
KCOR	Caballero
KEDA	Selcom
KUKA	PRO Radio
KVAR	Lotus
WASHINGTON	
Toppenish (Yakima)	
KENE	—

SECTION 5

SPORTS ON RADIO

Are sports bought the same as other spot buys? It depends.

However, the following pages in this section will take the guesswork out of buying into the sports broadcasts of the leading professional sports—baseball, football, hockey and basketball.

This report shows for each team the originating station, tells who owns the sales rights, the national representative and contact, number of stations in the network (if any) and, in most cases, cost estimates.

SPORTS ON RADIO

Increasingly, sports programs are becoming more important advertising outlets for an expanding list of product/advertiser categories. So much, so that in many cases some categories are protected for contract advertisers.

The following service was provided by a committee from the Station Representatives Assn. and the Radio Advertising Bureau's National Spot committee. The official report is titled SRA/RAB Radio Sports Report. The professional sports covered are: baseball, basketball, football and hockey.

A compilation of this nature is always subject to change without notice. This information, however, will provide a starting point for planning. It is recommended that at the critical point direct contact be made with the national representative indicated or Bob Alter at the Radio Advertising Bureau, (212) 599-6663.

BASEBALL

Team	Orig. station	Sales rights owner	National representative	No. sta. in net	Cost estimates for season packages
Atlanta Braves	WSB	WSB	Christal—Bill Froelich (212) 688-4414	60	Available on request.
Baltimore Orioles	WFBR	WFBR	Major Market—Roy Lindau (212) 355-1700	58	One-sixth sponsorship on WFBR and network costs approximately $135,000. Additional WFBR packages available from $15,000-$18,000 for season.
Boston Red Sox	WITS	WITS	Katz Radio—Tom Masone (212) 572-5506	80	Season cost for 60-second participation in all games—$60,000.
California Angels	KMPC	KMPC-Golden West Bdctrs.	Major Market—Roy Lindau (212) 355-1700	19	Quarter sponsorship on KMPC and network—approximately $400,000 for season. Other packages and sponsorships on KMPC available for as little as $24,000 for season.
Chicago Cubs	WGN	WGN	Buckley—Ed Forester (212) 832-0404	None	Packages cost from $140,000 for the season on WGN to other plans costing as little as $15,000.
Chicago White Sox	WMAQ	WMAQ	Eastman Radio—Kevin T. Smith (212) 581-0800	None	Season sponsorship costs from $30,000 to $290,000 depending on package bought.
Cincinnati Reds	WLW	Cincinnati Reds	CBS Spot Sales—Don Macfarlane (212) 975-3431	—	Available on request.
Cleveland Indians	WWWE	WWWE	Selcom—Linda LaPlant (212) 730-0202	18	Packages range from $129,000 for season schedule on WWWE plus the Network with three 60's per game plus billboards to a single in-game 60 on WWWE only for $50,000. Other packages available.
Detroit Tigers	WJR	WJR	Eastman Radio—Kevin T. Smith (212) 581-0800	46	Packages available from $30,000 to $290,000 for the full season.
Houston Astros	KPRC	Houston Sports Assn.	CBS Spot Sales—Don Macfarlane (212) 975-3431	25	Available on request.
Kansas City Royals	WIBW	Stauffer Communications	Katz Radio—Tom Masone (212) 572-5506	100+	$16,000 per minute for WIBW and network. Additional packages available.
Los Angeles Dodgers	KABC	Los Angeles Dodgers	Katz Radio—Tom Masone (212) 572-5506	30	Available on request.
Milwaukee Brewers	WTMJ	WTMJ	Christal—Bill Froelich (212) 688-4414	60+	Available on request.
Minnesota Twins	WCCO	WCCO	CBS Spot Sales—Don Macfarlane (212) 975-3431	20-25	Package of three 60-sec. spots in each game costs approximately $99,000 for WCCO only. Same package on full network costs about $154,000. Pre-season games at no extra charge.
New York Mets	WMCA	WMCA	Major Market—Roy Lindau (212) 355-1700	15-20	Packages and sponsorships cost from as little as $12,000—$115,000.

BASEBALL (CONTINUED)

Team	Orig. station	Sales rights owner	National representative	No. sta. in net	Cost estimates for season packages
New York Yankees	WINS	New York Yankees	Radio Advtg. Reps—Joe Armao (212) 692-5162 Adler Communications—Art Adler (212) 838-3830 WINS—Barry Rose (212) 517-1010	35-40	Participation costs range from $55,000 to $165,000. For in-game sponsorship contact Yankees.
Oakland A's	KXRX	KXRX	Roslin Radio—Marv Roslin (212) 486-0720	None	Available on request.
Philadephia Phillies	KYW	Philadelphia Phillies	Radio Advtg. Reps—Joe Armao (212) 692-5162	25-30	Costs range from $25,000 to $32,000 for full season participation. For in-game sponsorship contact Phillies.
Pittsburgh Pirates	KDKA	KDKA	Radio Advtg. Reps—Joe Armao (212) 692-5162	25-30	Full-season sponsorship costs approximately $187,000. Packages available for in-game participation starting at $26,400.
St. Louis Cardinals	KMOX	KMOX	CBS Spot Sales—Don Macfarlane (212) 973-3431.	100	Available on request.
San Diego Padres	KFMB	KFMB	McGavren Guild—George Pine (212) 599-6500	10-12	Sponsorships available from $10,000 to $90,000 for season.
San Francisco Giants	KNBR	KNBR	McGavren Guild—George Pine (212) 599-6500	10-12	Packages available from $25,000 to $300,000 for season.
Seattle Mariners	KVI	KVI-Golden West Bdctrs.	Major Market—Roy Lindau (212) 355-1700	16	One-sixth sponsorship for all regular season and pre-season games on KVI and network costs approximately $133,000. Other packages on KVI only available for as little as $15,500 for season.
Texas Rangers	WBAP	City of Arlington, TX	Eastman Radio—Kevin T. Smith (212) 581-0800 City of Arlington—Ray Parks (817) 265-8445	17	Full-season packages available from $29,000 to $116,000.

FOOTBALL

Team	Orig. station	Sales rights owner	National representative	No. sta. in net.	Cost estimates for season packages
Atlanta Falcons	WGST	WGST	Katz Radio—Tom Masone (212) 572-5506	50	Available on request.
Baltimore Colts	WCBM	WCBM	Katz Radio—Tom Masone (212) 572-5506	30	One-fifth sponsorship costs approximately $53,000 for season.
Buffalo Bills	WBEN	WBEN	Eastman Radio—Kevin T. Smith (212) 581-0800	17	Season packages available from $5,000 to $40,000.
Chicago Bears	WBBM	WBBM	CBS Spot Sales—Don Macfarlane (212) 975-3431	–	Largest Bears sponsor spends approximately $160,000. Pre- and post-game programs and schedules available for as little at $8,000.
Cincinnati Bengals	WLW	WLW	CBS Spot Sales—Don Macfarlane (212) 975-3431	43	In-game sponsorship packages with advertiser billboards start at $21,000; 43-station Bengals network at $18,000.
Cleveland Browns	WHK	WHK	Katz Radio—Tom Masone (212) 572-5506	31	One-fifth sponsorship of Browns Football costs approximately $50,000 for season.
Dallas Cowboys	KRLD	KRLD	Katz Radio—Tom Masone (212) 572-5506	–	One-minute rates for entire season, approximately $30,000. Network sold by Mutual Broadcasting System.
Denver Broncos	KOA	KOA	Katz Radio—Tom Masone (212) 572-5506	35-40	One-eighth sponsorship of Broncos Football costs approximately $53,000.
Detroit Lions	WJR	WJR	Eastman Radio—Kevin T. Smith (212) 581-0800	40	Packages available from $9,000 to $65,000.

(Continued)

FOOTBALL (CONTINUED)

Team	Orig. station	Sales rights owner	National representative	No. sta. in net	Cost estimates for season packages
Green Bay Packers	WTMJ	WTMJ	Christal—Bill Froelich (212) 688-4414	56	Available on request.
Houston Oilers	KTRH	Texas State Network	Christal—Bill Froelich (212) 688-4414	75	Available on request.
Kansas City Chiefs	KCMO	KCMO	Major Market—Roy Lindau (212) 355-1700	40	1979 play-by-play on KCMO and full Radio Network package costs approximately $47,000 for 20-game season. KCMO sponsorships and participations from $1,500 to $14,000.
Los Angeles Rams	KMPC	KMPC-Golden West Bdctrs.	Major Market—Roy Lindau (212) 355-1700	18	1979 1/6th sponsorship $110,000 for season, play-by-play available on full network only. Other Rams packages on KMPC only are available from approximately $7,500 to $37,000 for the full season.
Miami Dolphins	WIOD	WIOD	Christal—Bill Froelich (212) 688-4414	20	Available on request.
Minnesota Vikings	WCCO	WCCO	CBS Spot Sales—Don Macfarlane (212) 975-3431	28	In 1979 Vikings play-by-play quarter on WCCO and Vikings Network cost approximately $74,000 for season. Wide variety of other packages on WCCO, including adjacencies for as little as $6,000.
New England Patriots	WBZ	WBZ	Radio Advtg. Reps—Steve Soule (212) 692-3227	15-25	Time costs range from $47,000 to $14,500 for participation for full season.
New Orleans Saints	WGSO	WGSO	Eastman Radio—Kevin T. Smith (212) 581-0800	30	Packages available from $18,000 to $52,000 for 20-game season.
New York Giants	WNEW	WNEW	Katz Radio—Tom Masone (212) 572-5506	—	One-fifth sponsorship of Giants games costs approximately $80,000.
New York Jets	WCBS-AM	WCBS-AM	CBS Spot Sales—Don Macfarlane (212) 975-3431	—	In-game sponsorship packages are available for $80,000 to $85,000. Other excellent NFL Jets sponsorships and participations offered for as little as $5,000 for complete season.
Oakland Raiders	KGO	KGO	Blair Radio—Bob Lobdell (212) 752-0400	14	KGO/Raiders packages cost from $7,500 to for season.
Philadelphia Eagles	WIP	WIP	Katz Radio—Tom Masone (212) 572-5506	30-35	One-fifth sponsorship for season, costs approximately $55,000.
Pittsburgh Steelers	WTAE	WTAE	Katz Radio—Tom Masone (212) 572-5506	36	One-fifth sponsorship package costs approximately $46,500; 1/10th sponsorship package approximately $28,000.
St. Louis Cardinals	KMOX	KMOX	CBS Spot Sales—Don Macfarlane (212) 975-3431	—	Available on request.
San Diego Chargers	KSDO	KSDO	CBS Spot Sales—Don Macfarlane (212) 975-3431	7	Packages available to advertisers from $16,000 to $58,000 for entire 20-game season.
San Francisco 49ers	KSFO	KSFO	Major Market—Roy Lindau (212) 355-1700	12	In '79, 1/5 sponsorship cost $86,000 for season. Play-by-play available on full network only. Other packages on KSFO only available from $5,500 to $15,000 for full season.
Seattle Seahawks	KIRO	KIRO	Torbet Radio—Lou Mahacek (212) 355-7705	35	Seahawks packages available for season priced from $67,000 to as low as $1,200.
Tampa Buccaneers	WDAE	WDAE/ Taft	Katz Radio—Tom Masone (212) 572-5506	26	Available on request.
Washington Redskins	WMAL	WMAL	McGavren Guild—George Pine (212) 599-6500	100	Basic WMAL sponsorship packages from $50,000 to $60,000. Redskins Network from $35,000 to $40,000.

BASKETBALL

Team	Orig. station	Sales rights owner	National representative	No. sta. in net.	Cost estimates for season packages
Atlanta Hawks	WSB	WSB	Christal—Bill Froelich (212) 688-4414	—	Available on request
Boston Celtics	WBZ	WBZ	Radio Advtg. Reps—Joe Armao (212) 692-5162 Judy Langley—WBZ (617) 787-7000	5-10	In-game sponsorships range from $34,000 to $18,000 for full season.
Chicago Bulls	WIND	WIND	Radio Advtg. Reps—Joe Armao (212) 692-5162	—	Largest Chicago Bulls advertisers spend approximately $57,800 for full season sponsorship. Packages available for as little as $13,000.
Cleveland Cavaliers	WWWE	WWWE	Selcom, Inc.—Linda LaPlant (212) 730-0202	—	Wide variety of play-by-play and program packages available for entire season. Prices from $39,000 to as little as $18,000.
Denver Nuggets	KOA	KOA	Katz Radio—Tom Masone (212) 572-5506	—	One-fourth sponsorship costs approximately $80,000 for entire season.
Detroit Pistons	WJR	WJR	Eastman Radio—Kevin T. Smith (212) 581-0800	—	Available on request
Golden State Warriors	KNBR	KNBR	McGavren Guild—George Pine (212) 599-6500	6-8	Available on request
Houston Rockets	KTRH	Rockets	Christal—Bill Froelich (212) 688-4414 Gary Lowe-(Rockets) (713) 627-0600	—	Available on request
Indiana Pacers	WIBC	WIBC	Blair Radio—Bob Lobdell (212) 752-0400		Season packages available from $15,000 for one 60-second spot per game to $60,000 for six 60-second spots per broadcast.
Kansas City Kings	KCKN	Sports Bdctg. Packagers	McGavren Guild—George Pine (212) 599-6500 Larry Staverman (SBP) (816) 421-3131	6-9	Available on request
Los Angeles Lakers	KLAC	Lakers	Eastman Radio—Kevin T. Smith (212) 581-0800	—	Available on request
Milwaukee Bucks	WTMJ	WTMJ	Christal—Bill Froelich (212) 688-4414	35	Available on request
New Jersey Nets	WVNJ	WVNJ	Selcom—Linda LaPlant (212) 730-0202	8	Available on request
New York Knicks	WNEW	Knicks	Katz Radio—Tom Masone (212) 572-5506	—	Available on request
Philadelphia 76ers	WCAV	76ers	CBS Spots Sales—Don Macfarlane (212) 975-3431 Joe Agnew (76ers) (215) 339-7623	—	Available on request
Phoenix Suns	KTAR	Suns	Blair Radio—Bob Lobdell (212) 752-0400 Harvey Shank (Suns) (602) 258-5753	—	Available on request
Portland Trailblazers	KEY	Trailblazers	Major Market—Roy Lindau (212) 355-1700 Jon Spoelstra (Trailblazers) (503) 234-9291	27	Play-by-play costs approximately $40,000 per:60 plus an extensive merchandising program. Some packages available for as little as $18,000 for 82-game season.
San Antonio Spurs	WOAI	Spurs	Eastman Radio—Kevin T. Smith (212) 581-0800	—	Available on request
San Diego Clippers	KSDO	KSDO	CBS Spot Sales—Don Macfarlane (212) 975-3431	—	Packages for season begin at $14,200. Largest advertiser package costs $49,200.

(Continued)

BASKETBALL (continued)

Team	Orig. station	Sales rights owner	National representative	No. sta. in net.	Cost estimates for season packages
Seattle Supersonics	KIRO	KIRO	Torbet Radio—Lou Mahacek (212) 355-7705	—	Available on request
Utah Jazz	KSL	KSL	Torbet Radio—Lou Mahacek (212) 355-7705	—	Available on request
Washington Bullets	WTOP	WTOP	CBS Spot Radio—Don Macfarlane (212) 975-3431	—	Largest Bullets sponsors spend approximately $35,000 for season sponsorship. Packages available for as little as $6,000.

HOCKEY

Team	Orig. Station	Sales rights owner	National representative	No. sta. in net.	Cost estimates for season packages
Atlanta Flames	WLTA	Flames	Eastman Radio—Kevin T. Smith (212) 581-0800	—	Packages and participating spots available from $5,000 to $28,000.
Boston Bruins	WITS	WITS	Katz Radio—Tom Masone (212) 572-5506	35	Major sponsorship package of four minutes costs approximately $67,000 for season
Buffalo Sabres	WGR	WGR	Katz Radio—Tom Masone (212) 572-5506	8	Major sponsorship, a total of four minutes per game, costs approximately $25,000 for the season.
Chicago Black Hawks	WCFL	WCFL	Major Market—Roy Lindau (212) 355-1700	—	Available on request
Colorado Rockies	KDEN	Rockies	Savalli/Gates—Joe Savalli (212) 688-2380 Ed Tuusinen (Rockies) (303) 513-1800	—	Available on request
Detroit Red Wings	WJR	WJR	Eastman Radio—Kevin T. Smith (212) 581-0800	—	Available on request
Hartford Whalers	WTIC	Whalers	Katz Radio—Tom Masone (212) 572-5506 Jay Woods (Whalers) (203) 728-6637	—	Available on request
Los Angeles Kings	KIIS	KIIS	Selcom—Linda La Plant (212) 730-0202	—	Available on request
Minnesota North Stars	KSTP	KSTP	McGavren Guild—George Pine (212) 599-6500	—	Available on request
New York Islanders	WMCA	—	Major Market—Roy Lindau (212) 355-1700 Curt Curtis (Islanders) (516) 794-4100	—	Available on request
New York Rangers	WNEW	Rangers	Katz Radio—Tom Masone (212) 572-5506	—	Available on request
Philadelphia Flyers	WIP	Metro Comm.	Katz Radio—Tom Masone (212) 572-5506	9	Available on request
Pittsburgh Penguins	WWSW	WWSW	Blair Radio—Bob Lobdell (212) 752-0400	—	Available on request
St. Louis Blues	KMOX	KMOX	CBS Spot Sales—Don Macfarlane (212) 975-3431	—	Packages for season cost as little as $4,000 for season adjacency and up to $13,000 for 80-game sponsorship package, including in-game spots and billboard.
Washington Capitals	WTOP	WTOP	CBS Spot Sales—Don Macfarlane (212) 975-3431	—	Largest sponsorship costs $35,000 for full season. Packages available for as little as $6,000.

SECTION 6

PLANNING GUIDES

How many stations and announcements are needed to achieve reach and frequency levels in a market against a given target audience?

Here in rank order of penetration are number of stations and announcements in 174 Arbitron Metro areas and top 50 ADI's needed to reach 60% of the target audiences fives times (total GRP's 300).

Computations were by Blair Radio, following a formula set by a committee of the Station Representatives Assn.

This guide permits radio planners to approximate the requirements to reach the stated goal and to project from this the cost of other reach and frequency goals.

Since markets are presented in rank order, a locator guide shows in which market grouping (by tens) a specific Metro or ADI is located.

INTENTIONAL
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MSA PLANNING GUIDE

COST AND COVERAGE DATA FOR 174 METROPOLITAN AREAS

The following sets of tables were designed to aid a planner in budgeting for spot radio by showing what it would cost to enter a market or group of markets at the 300 GRP level.

The audience data are based on Arbitron's surveys for the April/May 1979 sweep. Data are presented for total adults, men, women and teens. In each unit, the data are shown for four age groupings (except for teens): 18 years and over, 18-34, 18-49 and 25-54.

The adults data were developed for daytime listening, Monday-Friday, 6am-7pm. For men, two dayparts were used, drivetimes combined plus weekend, and daytime. For women the dayparts used were daytime, and morning drive through housewife time. The cost data for teens were developed on what is referred to as teentime—3 pm to midnight on weekdays and 10am to 7 pm on weekends.

The rates used were those in the computer at Blair Radio, whose facilities were used to compile these cost planning tables. However, the rates were adjusted 15% downward to allow for the inevitable effect of negotiation. The stations used to reach the 300 GRP target were those that had the highest reach in the market.

GUIDE TO MARKET GROUP LOCATION

A

Akron	41-50
Albany-Schenectady-Troy	41-50
Albuquerque	81-90
Allentown-Bethlehem-Easton	51-60
Altoona	151-160
Amarillo	151-160
Anaheim-Santa Ana-Garden Grove (Orange Co., CA)	171-174
Anchorage	141-150
Appleton-Oshkosh	101-110
Asheville	141-150
Atlanta	11-20
Atlantic City	131-140
Augusta, GA	111-120
Austin, TX	61-70

B

Bakersfield	91-100
Baltimore	11-20
Baton Rouge	71-80
Beaumont-Port Arthur-Orange	81-90
Billings	161-170
Binghamton	101-110
Birmingham	41-50
Bloomington, IL	161-170
Boise City	131-140
Boston	1-10
Bridgeport	71-80
Buffalo	21-30
Burlington-Plattsburgh ADI	51-60

C

Canton	71-80
Casper, WY	161-170
Cedar Rapids	141-150
Charleston-North Charleston, SC	81-90
Charleston, WV	121-130
Charlotte-Gastonia	51-60
Chattanooga	81-90
Chicago	1-10
Cincinnati	21-30
Cleveland	11-20
Colorado Springs	111-120
Columbia, SC	81-90
Columbus, GA	131-140
Columbus, OH	31-40
Corpus Christi	101-110

D

Dallas-Ft. Worth	1-10
Davenport-Rock Island-Moline	81-90
Dayton	31-40
Daytona Beach	121-130
Denver-Boulder	21-30
Des Moines	91-100
Detroit	1-10
Duluth-Superior	121-130

E

El Paso	71-80
Erie	111-120
Eugene-Springfield	121-130
Evansville	111-120

F

Fargo-Moorhead	151-160
Fayetteville, NC	131-140
Flint	61-70
Ft. Lauderdale-Hollywood	31-40
Ft. Wayne	91-100
Fresno	61-70

G

Grand Rapids	61-70
Great Falls	161-170
Green Bay	141-150
Greensboro-Winston Salem-High Point	41-50
Greenville-New Bern-Washington, NC	111-120
Greenville-Spartanburg, SC	61-70

H

Harrisburg	71-80
Hartford-New Britain	31-40
Honolulu	41-50
Houston-Galveston	1-10
Huntington-Ashland	101-110
Huntsville, AL	111-120

I

Indianapolis	21-30

J

Jackson, MS	101-110
Jacksonville	41-50
Johnson City-Kingsport-Bristol	71-80

K

Kalamazoo-Portage	121-130
Kansas City	21-30
Knoxville	71-80

L

Lafayette, LA	161-170
Lakeland-Winter Haven, FL	111-120
Lancaster	91-100
Lansing-East Lansing	71-80
Las Vegas	91-100
Lexington-Fayette	101-110
Lincoln	141-150
Little Rock-North Little Rock	81-90
Los Angeles	1-10
Louisville	31-40
Lubbock	131-140
Lynchburg, VA	151-160

(Continued)

GUIDE TO MARKET GROUP LOCATION (cont.)

M

Macon	121-130
Madison	101-110
Manchester, NH	151-160
McAllen-Brownsville	81-90
Medford-Ashland	151-160
Melbourne-Titusville-Cocoa, FL	121-130
Memphis	31-40
Miami	11-20
Milwaukee	21-30
Minneapolis-St. Paul	11-20
Mobile	71-80
Modesto	121-130
Montgomery	121-130

N

Nashville-Davidson	41-50
Nassau-Suffolk (Long Island, NY)	171-174
New Bedford-Fall River, MA	171-174
New Haven-West Haven	71-80
New Orleans	31-40
New York	1-10
Norfolk-Portsmouth-Newport News-Hampton	21-30
Northeast Pennsylvania (Wilkes-Barre-Scranton)	51-60

O

Oklahoma City	41-50
Omaha-Council Bluffs	51-60
Orlando	51-60

P

Pensacola	111-120
Peoria	91-100
Philadelphia	1-10
Phoenix	21-30
Pittsburgh	11-20
Portland, ME	131-140
Portland, OR	21-30
Providence-Warwick-Pawtucket	21-30
Pueblo	161-170

R

Raleigh-Durham	61-70
Reading	101-110
Reno	141-150
Richland-Kennewick-Pasco, WA	161-170
Richmond	51-60
Roanoke	131-140
Rochester, NY	31-40
Rockford	121-130

S

Sacramento	31-40
Saginaw	131-140
St. Louis	11-20
Salinas-Seaside-Monterey	111-120
Salt Lake City-Ogden	41-50
San Antonio	31-40
San Diego	11-20
San Francisco	1-10
San Jose	171-174
Sarasota-Bradenton	91-100
Savannah	131-140
Seattle-Everett-Tacoma	11-20
Shreveport	91-100
Sioux Falls	161-170
South Bend	111-120
Spokane	101-110
Springfield, MO	131-140
Springfield-Chicopee-Holyoke	51-60
Steubenville-Weirton	141-150
Stockton	101-110
Syracuse	51-60

T

Tallahassee	151-160
Tampa-St. Petersburg	11-20
Terre Haute	141-150
Toledo	41-50
Topeka	141-150
Tucson	61-70
Tulsa	51-60

U

Utica-Rome	91-100

W

Waco	151-160
Washington, DC	1-10
Waterloo-Cedar Falls	151-160
West Palm Beach-Boca Raton	61-70
Wheeling	141-150
Wichita, KS	81-90
Wichita Falls, TX	151-160
Wilmington, DE	61-70
Winston-Salem	111-120
Worcester	81-90

Y

Yakima	151-160
York	91-100
Youngstown-Warren	61-70

The Susquehanna Stations
serving over 2,000,000* listeners weekly

WSBA AM/FM Harrisburg/Lancaster/York
WARM Wilkes-Barre/Scranton
WHLO Akron/Canton
WGBB Nassau County, NY
WQBA AM/FM Miami
WKIS Orlando
WLQR Toledo
WLQA Cincinnati
WFMS Indianapolis
KPLX/KLIF Dallas/Fort Worth
WLTA Atlanta.

*Subject to qualification upon request.

TARGET AUDIENCE: ADULTS 18+

Population: 108,963,800
Daytime, Mon.-Fri., 6 am-7 pm
Goal: 300 GRP's, 4 wks, 60 reach/5 freq
Spot distribution: equal
Rate adjustment: -15%

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
NEW YORK	8	252	7,453,500	61.5	5.05	310.7	1.26	39,954,900	50,295	161.88
LOS ANGELES	9	333	3,769,300	58.7	4.98	292.6	1.88	21,585,300	40,626	138.84
CHICAGO	6	185	3,279,800	61.2	4.98	304.5	1.56	21,985,400	34,265	112.53
SAN FRANCISCO	8	334	2,175,400	58.7	4.94	289.9	2.45	12,990,300	31,830	109.80
PHILADELPHIA	7	222	2,165,300	62.5	5.03	314.3	1.56	12,866,400	20,058	63.82
DETROIT	7	270	1,807,800	59.6	4.87	290.0	2.01	10,256,500	20,569	70.93
BOSTON	6	184	1,563,300	61.6	5.04	310.4	2.63	9,954,000	26,186	84.36
WASHINGTON, D.C.	9	221	1,303,300	60.5	4.98	301.5	2.83	7,292,000	20,606	68.34
HOUSTON-GALVESTON	7	199	1,126,000	59.6	4.98	296.8	2.67	6,161,800	16,462	55.46
DALLAS-FT. WORTH	7	180	1,127,100	59.9	4.93	295.0	2.02	7,839,400	15,820	53.63
GROUP SUBTOTAL			25,770,800	60.5	5.00	302.4	1.83	150,886,000	276,717	915.07
MARKETS 1-10—TOTAL			25,770,800	60.5	5.00	302.4	1.83	150,886,000	276,717	915.07
ST. LOUIS	4	128	949,200	57.0	4.51	257.2	1.87	5,036,600	9,405	36.57
PITTSBURGH	4	122	1,041,000	62.6	4.73	296.2	1.62	5,751,800	9,301	31.40
BALTIMORE	5	170	904,300	58.1	4.85	281.8	2.81	4,647,600	13,081	46.42
MINNEAPOLIS-ST. PAUL	5	164	893,100	62.1	4.55	282.3	1.81	5,798,000	10,486	37.14
CLEVELAND	6	201	831,300	59.8	4.97	297.2	2.32	5,542,300	12,852	43.24
SEATTLE-EVERETT-TACOMA	7	265	793,400	58.2	4.88	284.1	2.54	4,814,100	12,227	43.04
ATLANTA	5	180	796,100	61.9	4.86	301.1	3.01	4,610,800	13,888	46.12
SAN DIEGO	8	321	721,300	57.9	4.90	283.5	3.92	3,532,300	13,830	48.78
MIAMI	12	315	686,800	61.1	5.15	314.4	2.63	5,618,400	14,776	47.00
TAMPA-ST. PETERSBURG	6	173	652,000	58.1	4.79	278.6	1.78	3,670,400	6,545	23.49
MARKETS 11-20—TOTAL			8,268,500	59.7	4.80	286.7	2.37	49,020,300	116,389	405.96
MARKETS 1-20—TOTAL			34,039,300	60.3	4.95	298.6	1.97	199,906,300	393,106	1316.50
DENVER-BOULDER	6	211	654,600	61.1	5.04	307.9	2.75	4,344,900	11,934	38.76
PROVIDENCE-WRWCK-PAW	7	196	640,600	62.9	4.90	307.9	2.14	3,299,700	7,069	22.96
MILWAUKEE	4	145	573,900	57.3	4.64	265.6	2.05	3,289,900	6,742	25.38
CINCINNATI	4	121	562,800	58.7	4.75	278.7	2.55	3,519,500	8,970	32.19
BUFFALO	3	95	530,000	57.5	4.67	268.2	2.47	2,937,200	7,262	27.08
KANSAS CITY	5	166	535,100	58.8	4.88	287.0	2.07	4,911,900	10,157	35.39
PHOENIX	7	164	519,100	57.9	4.87	281.9	2.82	2,920,500	8,240	29.23
PORTLAND, OR	7	238	489,800	59.4	4.90	290.8	3.38	3,129,000	10,573	36.36
NORFLK-PORTMOUTH-HMTN	7	231	471,100	58.4	4.88	285.0	1.80	2,715,100	4,895	17.18
INDIANAPOLIS	5	133	504,000	63.2	4.86	307.4	2.30	3,431,700	7,885	25.65
MARKETS 21-30—TOTAL			5,481,000	59.5	4.84	288.1	2.43	34,499,400	83,727	290.62
MARKETS 1-30—TOTAL			39,520,300	60.2	4.93	297.1	2.03	234,405,700	476,833	1604.96
NEW ORLEANS	7	257	471,900	60.4	4.90	296.2	3.50	3,153,100	11,033	37.25
COLUMBUS, OH	4	120	450,500	58.8	4.79	281.8	3.27	2,787,400	9,126	32.38
ROCHESTER, NY	3	114	399,200	57.7	4.64	267.5	3.74	2,105,300	7,874	29.44
FT. LAUR-HOLLYWOOD	10	332	305,100	43.4	4.53	196.6	5.12	2,721,500	13,927	70.84
SACRAMENTO	7	266	393,900	58.7	4.92	288.9	3.61	2,716,000	9,811	33.96
SAN ANTONIO	6	167	383,700	58.0	4.84	280.9	2.72	2,841,100	7,721	27.49
LOUISVILLE	4	158	371,300	60.1	4.80	288.3	2.94	2,434,800	7,154	24.81
MEMPHIS	5	168	372,900	61.9	5.01	309.9	3.53	3,050,000	10,756	34.71
HARTFORD-NEW HAVEN	4	112	380,600	63.5	4.56	289.5	2.22	3,250,000	7,217	24.93
DAYTON	4	114	377,300	64.3	4.95	318.5	2.88	2,388,200	6,860	21.54
MARKETS 31-40—TOTAL			3,906,400	58.5	4.80	280.7	3.33	27,457,800	91,479	325.80
MARKETS 1-40—TOTAL			43,426,700	60.1	4.92	295.6	2.17	261,863,500	568,312	1922.57

(Continued)

TARGET AUDIENCE: ADULTS 18 + (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
BIRMINGHAM	7	243	362,500	62.8	5.00	313.9	3.00	2,220,100	6,661	21.22
ALBANY-SCHENCTDY-TROY	4	168	366,300	63.8	4.92	313.7	3.30	2,316,900	7,647	24.38
GRBORO-WIN SALEM-HI PT	8	244	346,000	60.9	4.92	299.5	3.37	2,265,300	7,634	25.49
NASHVILLE-DAVIDSON	6	173	325,900	58.1	4.86	282.5	2.79	2,375,300	6,616	23.42
TOLEDO	4	110	332,700	60.3	4.86	293.1	2.12	1,837,900	3,899	13.30
SALT LAKE CITY	6	224	334,700	62.6	5.00	312.9	3.04	2,258,200	6,855	21.91
OKLAHOMA CITY	5	174	329,700	59.8	4.79	286.6	2.46	2,578,900	6,354	22.17
HONOLULU	5	184	304,300	58.9	4.79	282.0	2.31	1,626,800	3,762	13.34
JACKSONVILLE	6	202	294,900	58.4	4.79	279.6	3.45	1,884,400	6,503	23.26
AKRON	8	263	277,400	58.9	4.86	286.3	4.86	1,637,000	7,951	27.77
MARKETS 41-50—TOTAL			3,274,400	60.5	4.88	295.5	3.04	21,000,800	63,882	216.18
MARKETS 1-50—TOTAL			46,701,100	60.1	4.92	295.6	2.23	282,884,300	632,194	2138.68
NORTHEAST PA	6	149	281,300	58.1	4.85	281.7	2.25	1,494,300	3,361	11.93
SYRACUSE	4	119	264,300	57.6	4.62	266.0	2.10	1,505,900	3,155	11.86
ALNTWN-BETHLEHEM-ESTON	6	152	276,200	59.1	4.95	292.6	2.46	1,499,600	3,686	12.60
BURLINGTON-PLATTSBURG	17	516	269,500	59.6	5.11	304.7	3.31	1,393,300	4,618	15.16
RICHMOND	4	125	278,500	61.8	4.74	293.1	3.58	1,771,500	6,339	21.63
ORLANDO	5	182	266,500	61.3	4.87	298.7	3.77	2,059,900	7,756	25.97
SPRINGFIELD-CHIC-HOLYOKE	4	113	257,500	58.9	4.62	271.9	2.24	1,323,000	2,957	10.88
TULSA	4	99	272,300	63.1	4.84	305.7	1.73	1,810,700	3,141	10.27
CHARLOTTE-GASTONIA	4	151	261,800	61.1	4.84	296.0	3.61	2,669,700	9,629	32.53
OMAHA-COUNCIL BLUFFS	2	65	232,600	57.2	4.40	251.9	1.63	2,507,000	4,083	16.21
MARKETS 51-60—TOTAL			2,660,500	59.8	4.79	286.4	2.70	18,034,900	48,725	170.13
MARKETS 1-60—TOTAL			49,361,600	60.1	4.91	295.1	2.26	300,899,200	680,919	2307.42
GRAND RAPIDS	5	110	237,900	60.2	4.81	289.7	2.34	1,777,000	4,156	14.35
GREENVILLE-SPARTANBURG	6	127	239,600	61.9	4.69	290.5	1.75	1,782,300	3,115	10.72
YOUNGSTOWN-WARREN	4	101	240,000	62.9	4.70	295.4	1.64	1,386,200	2,269	7.68
WILMINGTON, DE	6	215	222,500	59.4	4.96	294.4	3.26	1,133,100	3,697	12.56
PALM BEACH-BOCA RATON	7	218	229,600	60.3	4.83	291.0	2.94	1,248,000	3,669	12.61
RALEIGH-DURHAM	4	142	221,400	60.2	4.81	289.9	2.68	2,386,800	6,401	22.08
FLINT	6	203	213,200	61.2	5.02	307.5	4.05	1,182,800	4,796	15.60
AUSTIN, TX	6	166	227,700	63.3	5.00	316.8	2.17	1,265,000	2,751	8.68
TUCSON	6	241	203,300	60.2	4.97	299.2	4.09	1,080,600	4,423	14.78
FRESNO	5	159	189,200	57.1	4.85	276.9	3.03	1,565,400	4,745	17.14
MARKETS 61-70—TOTAL			2,224,400	60.7	4.86	295.0	2.70	14,807,200	40,022	135.67
MARKETS 1-70—TOTAL			51,586,000	60.1	4.91	295.1	2.28	315,706,400	720,941	2443.04
KNOXVILLE	4	128	221,100	66.9	4.84	323.8	1.74	1,602,300	2,795	8.63
LANSING-EAST LANSING	6	220	195,900	60.7	4.92	298.7	3.31	1,107,700	3,672	12.29
HARRISBURG	4	116	205,800	64.4	4.35	280.4	2.37	1,091,900	2,587	9.23
NEW HAVEN-WEST HAVEN	7	294	188,600	58.9	4.90	288.3	7.84	1,091,900	8,556	29.68
BRIDGEPORT	3	79	191,700	61.8	4.68	288.9	2.13	1,005,100	2,139	7.40
BATON ROUGE	4	115	172,100	57.7	4.74	273.6	1.60	1,162,900	1,862	6.81
JOHNSON CITY-KINGSPORT-I	7	208	180,500	60.0	4.96	297.7	2.81	979,700	2,757	9.26
MOBILE	6	206	178,600	61.7	4.69	289.7	2.76	1,261,400	3,484	12.03
EL PASO	7	237	173,200	61.5	5.03	309.4	4.58	989,900	4,536	14.66
CANTON	4	161	171,900	60.1	4.62	277.7	3.32	831,600	2,762	9.95
MARKETS 71-80—TOTAL			1,879,400	61.4	4.77	293.0	3.16	11,124,400	35,150	119.97
MARKETS 1-80—TOTAL			53,465,400	60.1	4.90	295.0	2.31	326,830,800	756,091	2563.02
ALBUQUERQUE	6	193	163,100	58.2	4.76	277.3	3.44	1,078,200	3,716	13.40
CHATTANOOGA	4	116	166,500	59.3	4.35	257.9	2.33	981,400	2,289	8.88
WICHITA, KS	4	115	162,900	58.4	4.72	275.3	2.07	1,015,700	2,098	7.62
MCALLEN-BROWNSVILLE	3	106	158,600	60.4	4.63	279.4	2.13	840,600	1,788	6.40
WORCESTER	3	77	162,200	58.3	4.63	269.7	2.25	1,030,700	2,320	8.60
COLUMBIA, SC	4	151	154,600	57.2	4.77	272.8	3.74	1,080,900	4,039	14.81

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
TARGET AUDIENCE: ADULTS 18 + (cont.)										
DAVENPORT-ROCK IS-MOL	4	138	168,800	63.0	4.90	308.4	4.32	939,800	4,059	13.16
CHARLESTON-N CHARLESTON	4	116	154,000	58.9	4.80	282.5	3.46	785,800	2,721	9.63
LITTLE ROCK-N LITTLE ROCK	4	125	150,800	57.4	4.78	274.5	2.58	1,474,800	3,798	13.84
BEAUMONT-PORT ARTHUR	8	273	157,900	61.9	5.10	315.9	3.29	1,037,500	3,414	10.81
MARKETS 81-90—TOTAL			1,597,400	59.3	4.74	281.0	2.95	10,266,100	30,243	107.63
MARKETS 1-90—TOTAL			55,062,800	60.1	4.90	294.6	2.33	337,098,900	786,334	2669.16
BAKERSFIELD	6	160	147,100	58.0	4.82	279.3	3.68	712,500	2,625	9.40
FT. WAYNE	2	66	151,200	59.3	4.31	255.7	2.38	1,393,500	3,318	12.98
PEORIA	4	134	165,900	64.7	4.95	320.5	3.98	930,400	3,703	11.55
LAS VEGAS	5	162	147,600	58.2	4.89	284.5	3.32	721,500	2,392	8.41
YORK	4	121	160,500	62.6	4.54	284.3	1.89	1,409,900	2,671	9.40
SHREVEPORT	4	135	140,400	57.1	4.66	266.1	1.74	1,347,500	2,338	8.79
LANCASTER	9	279	134,200	54.5	4.83	263.4	5.29	710,300	3,755	14.26
DES MOINES	4	101	157,700	65.9	4.95	326.2	2.01	2,080,200	4,178	12.81
UTICA-ROME	4	115	153,600	66.1	4.99	329.7	4.10	791,200	3,246	9.85
SARASOTA-BRADENTON	8	225	145,100	58.9	4.91	289.4	5.46	719,800	3,931	13.58
MARKETS 91-100—TOTAL			1,503,300	60.5	4.79	289.5	2.97	10,816,800	32,157	111.08
MARKETS 1-100—TOTAL			56,566,100	60.1	4.90	294.5	2.35	347,913,700	818,491	2779.26
MADISON	4	117	143,700	61.9	4.85	300.1	2.27	808,800	1,833	6.11
READING	5	150	135,400	58.6	4.80	281.2	3.82	649,600	2,479	8.82
SPOKANE	4	116	130,700	58.0	4.79	278.2	2.90	960,800	2,785	10.01
BINGHAMTON	3	75	128,900	59.2	4.62	273.3	2.58	691,500	1,785	6.53
STOCKTON	9	359	112,800	52.1	4.77	248.3	7.49	537,500	4,028	16.22
LEXINGTON-FAYETTE	3	98	133,500	60.4	4.69	283.1	2.39	907,400	2,169	7.66
HUNTINGTON-ASHLAND	5	117	133,500	62.9	4.93	310.3	2.60	905,200	2,355	7.59
JACKSON, MS	4	116	128,800	63.1	4.88	308.1	2.35	935,200	2,201	7.14
CORPUS CHRISTI	5	147	116,600	58.4	4.86	284.2	2.99	702,000	2,096	7.38
APPLETON-OSHKOSH	4	125	117,600	58.0	4.80	278.2	2.15	690,200	1,482	5.33
MARKETS 101-110—TOTAL			1,281,500	59.3	4.80	284.4	2.98	7,788,200	23,213	81.62
MARKETS 1-110—TOTAL			57,847,600	60.1	4.89	294.2	2.37	355,701,900	841,704	2860.99
EVANSVILLE	3	86	122,500	59.9	4.68	280.4	3.70	664,500	2,457	8.76
HUNTSVILLE, AL	5	174	119,300	59.1	4.82	285.0	3.29	650,700	2,140	7.51
SALINAS-SEASIDE MONTRY	6	202	123,500	60.7	4.84	293.7	2.30	734,800	1,689	5.75
LAKELAND-WINTER HAVEN	9	314	118,600	56.5	4.95	289.6	4.25	625,200	2,658	9.18
AUGUSTA, GA	5	119	123,700	62.2	4.73	294.2	2.90	739,300	2,144	7.29
SOUTH BEND	3	83	120,600	61.7	4.70	289.8	1.71	775,600	1,329	4.59
PENSACOLA	4	113	111,900	57.6	4.79	276.0	4.31	590,000	2,540	9.20
COLORADO SPRINGS	5	108	128,300	65.3	4.97	324.7	2.18	689,400	1,503	4.63
GREENEVILLE-NW BRN-WASH	7	232	113,500	59.4	4.84	287.9	2.06	1,024,100	2,112	7.34
ERIE	3	105	123,300	64.0	4.79	306.5	3.05	639,900	1,951	6.37
MARKETS 111-120—TOTAL			1,205,200	60.8	4.81	292.7	2.88	7,133,500	20,523	70.12
MARKETS 1-120—TOTAL			59,052,800	60.1	4.89	294.2	2.38	362,835,400	862,227	2930.75
KALAMAZOO-PORTAGE	3	108	114,700	59.4	4.68	277.8	3.91	676,400	2,644	9.52
DULUTH-SUPERIOR	4	100	109,600	57.7	4.63	267.3	2.60	672,600	1,750	6.55
ROCKFORD	4	112	116,100	62.1	4.65	288.5	3.55	586,500	2,083	7.22
EUGENE-SPRINGFIELD	5	169	113,300	61.7	4.95	305.5	4.12	677,900	2,794	9.15
CHARLESTON, N CHRLSTON	3	92	105,800	57.8	4.66	269.3	4.13	728,100	3,005	11.16
MONTGOMERY	4	110	105,400	59.0	4.23	249.8	1.91	724,000	1,382	5.53
MELBOURNE-TITUSVILLE-COC	8	272	103,900	60.6	4.98	302.0	3.55	517,700	1,836	6.08
MODESTO	8	269	102,500	60.0	5.01	300.6	4.86	659,000	3,206	10.67
MACON	5	143	102,400	62.5	4.86	303.7	2.65	754,900	1,999	6.58
DAYTONA BEACH	6	153	100,600	59.2	4.65	275.0	2.87	483,300	1,387	5.04
MARKETS 121-130—TOTAL			1,074,300	60.0	4.73	283.6	3.41	6,480,400	22,086	77.88
MARKETS 1-130—TOTAL			60,127,100	60.1	4.89	294.0	2.39	369,315,800	884,313	3007.87

TARGET AUDIENCE: ADULTS 18 + (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
ROANOKE	3	103	97,500	59.1	4.44	262.4	2.37	1,024,700	2,427	9.25
BOISE	4	139	91,800	57.1	4.76	272.1	2.61	633,200	1,651	6.07
FAYETTEVILLE, NC	4	136	105,000	65.2	4.96	323.5	1.99	711,500	1,418	4.38
COLUMBUS, GA	4	129	99,400	63.3	4.96	314.2	1.88	765.700	1.437	4.57
SAGINAW	5	165	95,600	62.7	4.99	313.0	2.72	785,800	2,134	6.82
SAVANNAH	6	154	95,400	63.7	5.02	320.2	3.41	836,400	2,848	8.89
PORTLAND, ME	4	106	86,000	58.4	4.68	273.0	2.40	894,300	2,148	7.87
LUBBOCK	5	192	90,300	61.5	4.96	305.2	2.98	806,500	2,402	7.87
SPRINGFIELD, MO	3	81	84,000	59.1	4.71	278.5	1.50	920,200	1,377	4.94
ATLANTIC CITY	5	138	83,200	59.7	4.85	289.9	4.56	468,300	2,134	7.36
MARKETS 131-140—TOTAL			928,200	61.0	4.84	295.1	2.55	7,846,600	19,976	67.69
MARKETS 1-140—TOTAL			61,055,300	60.1	4.89	294.0	2.40	377,162,400	904,289	3075.81
LINCOLN	3	88	82,800	58.7	4.64	272.5	3.71	390,200	1,446	5.31
WHEELING	3	79	83,900	61.7	4.65	286.8	2.36	745,600	1,756	6.12
TOPEKA	4	144	83,500	63.7	4.92	313.5	3.41	640,800	2,188	6.98
ANCHORAGE	3	89	69,200	57.0	4.60	262.4	5.07	411,200	2,086	7.95
TERRE HAUTE	3	86	73,100	57.5	4.32	248.3	3.53	382,600	1,352	5.45
ASHEVILLE	2	61	80,500	63.3	4.33	274.1	2.67	406,700	1,086	3.96
GREEN BAY	3	81	82,100	68.1	4.89	333.2	2.45	658,700	1,612	4.84
CEDAR RAPIDS	3	89	77,000	63.9	4.69	300.0	2.20	855,200	1,882	6.27
RENO	5	122	74,100	62.8	5.04	316.4	2.74	471,800	1,295	4.09
STEUBENVILLE-WEIRTON	4	160	65,100	55.7	4.65	259.2	5.60	302,800	1,697	6.55
MARKETS 141-150—TOTAL			771,300	61.2	4.68	286.4	3.11	5,265,600	16,400	57.26
MARKETS 1-150—TOTAL			61,826,600	60.1	4.89	293.9	2.41	382,428,000	920,689	3132.66
AMARILLO	3	92	67,600	58.7	4.64	272.6	1.46	645,300	945	3.47
WACO	4	129	69,900	60.5	4.83	292.3	5.06	407,100	2,058	7.04
YAKIMA	3	88	66,800	60.0	4.74	284.3	2.29	327,200	750	2.64
LYNCHBURG, VA	4	113	64,000	58.0	4.71	273.2	3.70	328,400	1,215	4.45
MANCHESTER	4	139	69,400	65.1	4.96	323.0	5.01	442,900	2,217	6.86
TALLAHASSEE	4	131	67,300	61.9	4.87	301.7	3.06	462,500	1,415	4.69
WATERLOO-CEDAR RAPIDS	2	56	63,100	65.1	4.44	289.0	2.36	457,600	1,081	3.74
FARGO-MOORHEAD	3	75	65,400	66.7	4.87	325.1	3.37	681,900	2,300	7.07
ALTOONA	3	90	67,800	69.8	4.95	345.3	3.42	361,200	1,234	3.57
WICHITA FALLS	3	103	57,000	60.1	4.69	281.8	2.62	482,600	1,263	4.48
MARKETS 151-160—TOTAL			656,300	62.4	4.78	298.1	3.15	4,596,700	14,478	48.57
MARKETS 1-160—TOTAL			62,484,900	60.2	4.89	294.0	2.42	387,024,700	935,167	3180.84
WILMINGTON, NC	5	145	57,700	61.5	5.02	308.5	3.06	385,800	1,182	3.83
BLOOMINGTON, IL	2	46	67,500	72.3	4.51	326.1	2.66	351,200	942	2.89
LAFAYETTE, LA	3	76	54,700	61.1	4.43	270.8	2.10	400,800	840	3.10
PUEBLO	4	114	52,800	60.0	4.80	288.2	2.67	352,600	943	3.27
MEDFORD-ASHLAND	4	135	51,700	60.1	4.71	282.9	3.08	320,900	989	3.50
RICHLAND-KENWCK-PASCO	4	123	49,100	60.6	4.66	282.2	3.30	261,600	863	3.06
BILLINGS	3	91	44,500	61.4	4.69	288.1	3.23	322,100	1,040	3.61
SIOUX FALLS, SD	3	78	42,200	58.3	4.39	256.4	2.24	426,200	955	3.72
GREAT FALLS	2	53	35,000	59.8	4.39	262.9	1.85	280,500	519	1.97
CASPER, WY	2	39	24,400	57.0	4.39	250.0	4.43	138,900	615	2.46
MARKETS 161-170—TOTAL			479,600	61.6	4.62	285.0	2.74	3,240,600	8,888	31.19
MARKETS 1-170—TOTAL			62,964,500	60.2	4.88	293.9	2.42	390,265,300	944,055	3212.16
NASSAU-SUFFOLK	17	455	777,900	41.8	4.55	190.4	3.93	3,543,000	13,929	73.16
ANAHEIM-ST ANA-GAR GR	7	270	236,800	18.8	4.06	76.3	8.65	961,500	8,313	108.95
SAN JOSE	16	583	503,700	57.3	5.01	287.2	4.80	3,737,700	17,933	62.44
NEW BEDFORD-FALL RIVER	8	280	157,200	46.2	4.66	215.1	3.97	732,000	2,904	13.50
MARKETS 171-174—TOTAL			1,675,600	38.6	4.63	178.8	4.80	8,974,200	43,079	240.93
MARKETS 1-174—TOTAL			64,640,100	59.3	4.88	289.3	2.47	399,239,500	987,134	3412.15

TARGET AUDIENCE: ADULTS 18-34

Population: 44,979,800
Daytime, Mon.-Fri., 6 am-7 pm
Goal 300 GRP's, 4 wks, 60 reach/5 freq
Spot distribution: equal
Rate adjustment: -15%

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
NEW YORK	5	158	2,662,700	58.7	4.87	285.9	2.31	13,639,100	31,457	110.03
LOS ANGELES	10	358	1,656,200	61.3	5.06	310.3	3.61	9,668,100	34,880	112.41
CHICAGO	6	212	1,305,700	59.3	4.92	291.9	2.99	7,978,200	23,816	81.59
SAN FRANCISCO	8	355	964,900	60.5	4.96	300.1	5.62	5,199,400	29,244	97.45
PHILADELPHIA	7	231	838,400	62.9	5.00	314.7	3.12	5,068,100	15,831	50.31
DETROIT	5	186	803,500	64.4	4.96	319.2	3.20	4,655,900	14,895	46.66
BOSTON	5	167	609,100	59.0	4.88	288.1	4.12	4,422,300	18,222	63.25
WASHINGTON, D.C.	6	160	604,000	60.2	4.83	290.9	3.34	3,289,400	10,976	37.73
HOUSTON-GALVESTON	5	174	531,500	61.4	4.93	302.6	4.66	2,932,000	13,714	45.29
DALLAS-FT. WORTH	6	196	523,600	60.8	4.89	297.3	4.18	.2,816,200	11,785	39.64
GROUP SUBTOTAL			10,499,600	60.4	4.94	298.2	3.43	59,668,700	204,820	686.85
MARKETS 1-10—TOTAL			10,499,600	60.4	4.94	298.2	3.43	59,668,700	204,820	686.85
ST. LOUIS	5	143	421,100	62.8	4.95	310.9	4.17	2,432,200	10,133	32.59
PITTSBURGH	5	127	355,600	61.9	4.87	301.4	3.26	2,381,900	7,763	25.76
BALTIMORE	4	148	380,600	58.9	4.83	284.6	4.69	1,937,300	9,086	31.93
MINNEAPOLIS-ST. PAUL	6	174	412,200	60.8	4.87	296.1	4.00	2,735,800	10,934	36.93
CLEVELAND	4	151	352,500	65.2	4.97	324.3	3.16	3,273,200	10,351	31.92
SEATTLE-EVERETT-TACOMA	7	261	365,300	59.6	4.89	291.6	4.27	2,229,100	9,529	32.68
ATLANTA	3	107	348,800	57.4	4.34	249.1	4.29	1,806,000	7,756	31.14
SAN DIEGO	5	234	345,800	59.7	4.80	286.5	6.81	1,659,600	11,294	39.42
MIAMI	8	256	223,700	59.1	4.99	294.8	5.51	2,101,700	11,576	39.27
TAMPA-ST. PETERSBURG	4	152	186,300	58.6	4.76	279.0	8.77	1,165,200	10,218	36.62
MARKETS 11-20—TOTAL			3,391,900	60.5	4.83	292.2	4.54	21,722,000	98,642	337.58
MARKETS 1-20—TOTAL			13,891,500	60.4	4.91	296.7	3.73	81,390,700	303,462	1022.79
DENVER-BOULDER	4	140	288,400	58.3	4.82	280.9	4.71	1,814,500	8,543	30.41
PROVIDENCE-WRWCK-PAW	4	161	229,800	60.9	4.81	293.1	5.71	1,155,400	8,594	22.50
MILWAUKEE	4	161	246,600	60.3	4.68	282.1	3.76	1,532,500	5,757	20.41
CINCINNATI	4	127	235,200	60.6	4.85	293.8	5.39	1,421,600	7,664	26.09
BUFFALO	3	101	222,000	65.3	4.82	314.6	4.38	1,469,800	6,435	20.44
KANSAS CITY	4	141	223,800	58.3	4.80	279.8	3.80	1,979,500	7,529	26.91
PHOENIX	4	122	217,900	59.5	4.83	287.2	6.26	1,125,100	7,041	24.52
PORTLAND, OR	4	128	192,400	57.2	4.61	263.7	5.00	1,108,900	5,547	21.04
NORFLK-PORTMOUTH-HMTN	5	201	253,300	64.4	4.95	318.4	3.67	1,393,400	5,108	16.04
INDIANAPOLIS	4	150	204,200	61.0	4.64	283.1	3.95	1,547,400	6,117	21.61
MARKETS 21-30—TOTAL			2,313,600	60.5	4.79	289.6	4.56	14,548,100	66,335	229.06
MARKETS 1-30—TOTAL			16,205,100	60.5	4.89	295.7	3.85	95,938,800	369,797	1250.58
NEW ORLEANS	5	200	204,900	61.3	4.72	289.5	5.57	1,380,700	7,692	26.57
COLUMBUS, OH	3	117	211,500	59.3	4.71	279.1	6.27	1,142,000	7,160	25.65
ROCHESTER, NY	3	96	165,700	58.5	4.67	273.1	5.87	843,200	4,953	18.14
FT. LAUR-HOLLYWOOD	4	172	120,500	58.7	4.71	276.6	6.47	1,514,000	9,789	35.39
SACRAMENTO	5	212	180,300	64.1	4.75	304.4	4.93	1,006,400	4,961	16.30
SAN ANTONIO	5	141	189,100	64.1	4.91	315.0	4.37	1,417,100	6,188	19.64
LOUISVILLE	3	115	160,100	62.4	4.72	294.8	4.24	1,173,100	4,973	16.87
MEMPHIS	4	146	162,500	61.4	4.83	296.7	5.36	1,368,800	7,339	24.74
HARTFORD-NEW HAVEN	6	252	142,900	60.5	4.62	291.3	4.99	1,565,800	7,617	26.83
DAYTON	4	127	157,500	61.5	4.79	294.8	4.59	950,200	4,381	14.79
MARKETS 31-40—TOTAL			1,695,000	61.2	4.76	291.6	5.28	12,361,300	65,233	223.71
MARKETS 1-40—TOTAL			17,900,100	60.5	4.88	295.3	4.02	108,300,100	435,030	1473.18

TARGET AUDIENCE: ADULTS 18-34 (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
BIRMINGHAM	3	106	133,300	60.2	4.36	262.7	4.81	787,300	3,789	14.42
ALBANY-SCHENCTDY-TROY	3	150	139,500	64.9	4.82	313.0	6.86	758,700	5,207	16.64
GRBORO-WIN SALEM-HI PT	6	212	137,400	58.3	4.80	279.6	7.69	795,400	6,114	21.87
NASHVILLE-DAVIDSON	4	108	139,000	58.4	4.77	278.4	4.16	818,200	3,404	12.23
TOLEDO	4	127	142,600	63.0	4.77	300.3	4.20	860,800	3,618	12.05
SALT LAKE CITY	5	201	155,900	61.9	4.91	303.7	6.33	878,600	5,562	18.31
OKLAHOMA CITY	4	138	161,500	66.2	4.86	321.6	3.57	1,326,700	4,739	14.74
HONOLULU	3	106	149,500	58.9	4.70	277.0	2.84	748,400	2,126	7.68
JACKSONVILLE	3	107	140,700	63.3	4.72	298.7	5.56	854,400	4,752	15.91
AKRON	2	107	43,200	21.5	3.94	84.6	15.87	240,700	3,820	45.15
MARKETS 41-50—TOTAL			1,342,600	58.1	4.72	274.6	5.35	8,069,200	43,131	157.07
MARKETS 1-50—TOTAL			19,242,700	60.3	4.87	293.8	4.11	116,369,300	478,161	1627.51
NORTHEAST PA	3	87	98,400	63.8	4.75	302.8	4.94	530,900	2,622	8.66
SYRACUSE	3	115	117,900	61.6	4.67	287.9	6.56	686,300	4,502	15.64
ALNTWN-BETHLEHEM-ESTON	3	98	96,200	58.5	4.65	272.0	5.35	459,700	2,459	9.04
BURLINGTON-PLATTSBURG	16	708	117,600	60.6	5.13	310.8	10.08	608,100	6,129	19.72
RICHMOND	3	155	113,900	59.5	4.61	274.2	6.93	784,100	5,431	19.81
ORLANDO	3	132	104,100	62.2	4.35	270.3	7.44	715,200	5,324	19.70
SPRINGFIELD-CHIC-HOLYOKE	4	151	109,600	61.8	4.60	284.2	5.52	562,300	3,104	10.92
TULSA	4	138	100,200	57.7	4.77	275.2	4.72	634,400	2,995	10.88
CHARLOTTE-GASTONIA	3	99	120,200	65.2	4.78	311.5	6.67	1,247,300	8,316	26.70
OMAHA-COUNCIL BLUFFS	2	72	109,200	59.9	4.37	262.0	2.58	1,240,000	3,196	12.20
MARKETS 51-60—TOTAL			1,087,300	61.1	4.67	285.3	5.90	7,468,300	44,078	154.50
MARKETS 1-60—TOTAL			20,330,000	60.4	4.86	293.4	4.22	123,837,600	522,239	1779.98
GRAND RAPIDS	4	105	109,800	64.2	4.81	308.8	3.24	672,000	2,825	9.15
GREENVILLE-SPARTANBURG	3	77	98,400	59.4	4.39	260.8	2.97	629,000	1,868	7.16
YOUNGSTOWN-WARREN	2	68	85,300	59.4	4.48	265.9	3.62	522,400	1,890	7.11
WILMINGTON, DE	2	65	64,800	40.6	4.17	169.4	5.06	281,800	1,428	8.42
PALM BEACH-BOCA RATON	4	176	50,200	42.4	4.41	186.7	14.76	247,100	3,647	19.53
RALEIGH-DURHAM	3	110	113,000	62.5	4.75	236.7	3.44	1,273,400	4,378	14.76
FLINT	4	141	88,600	56.7	4.73	268.1	6.65	452,000	3,005	11.21
AUSTIN, TX	4	102	119,700	62.1	4.90	304.5	3.75	602,400	2,262	7.43
TUCSON	3	131	95,500	63.6	4.78	303.7	5.17	519,700	2,687	8.85
FRESNO	4	163	83,500	61.3	4.88	299.0	5.01	911,000	4,560	15.25
MARKETS 61-70—TOTAL			908,600	57.7	4.66	269.2	4.52	6,310,800	28,548	106.05
MARKETS 1-70—TOTAL			21,238,600	60.3	4.85	292.3	4.23	130,148,400	550,787	1884.32
KNOXVILLE	2	82	82,100	60.7	4.48	271.7	3.98	510,800	2,032	7.48
LANSING-EAST LANSING	4	105	106,100	62.7	4.78	299.5	3.46	597,800	2,066	6.90
HARRISBURG	4	134	74,300	61.0	4.63	282.3	6.49	411,600	2,672	9.47
NEW HAVEN-WEST HAVEN	5	243	73,400	56.6	4.56	258.1	14.81	406,600	6,023	23.34
BRIDGEPORT	0	0	000	.0	.00	.0		000	0	9
BATON ROUGE	3	118	85,500	58.7	4.63	271.6	3.64	496,400	1,805	6.65
JOHNSON CITY-KINGSPORT-B	5	142	71,800	58.5	4.80	281.0	4.35	396,800	1,727	6.15
MOBILE	4	187	69,600	58.8	4.43	260.6	7.92	369,400	2,927	11.23
EL PASO	6	241	87,900	62.9	5.02	315.4	8.48	479,300	4,066	12.89
CANTON	3	114	44,500	40.2	4.18	167.8	6.69	207,800	1,391	8.29
MARKETS 71-80—TOTAL			695,200	58.3	4.64	270.6	6.37	3,8[illegible]3,500	24,709	91.31
MARKETS 1-80—TOTAL			21,933,800	60.2	4.84	291.6	4.29	134,024,900	575,496	1973.58
ALBUQUERQUE	5	194	83,000	64.9	4.92	319.4	6.74	585,500	3,944	12.35
CHATTANOOGA	4	129	65,700	58.2	4.39	255.4	6.93	526,100	3,648	14.28
WICHITA, KS	3	113	71,300	59.3	4.43	262.7	2.98	602,000	1,794	6.83
MCALLEN-BROWNSVILLE	4	131	67,700	61.5	4.83	296.7	4.58	374,100	1,715	5.78
WORCESTER	2	62	48,800	48.0	4.31	206.7	4.71	307,600	1,450	7.01
COLUMBIA, SC	4	176	84,400	61.3	4.86	298.2	6.50	568,300	3,692	12.38

(Continued)

TARGET AUDIENCE: ADULTS 18-34 (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
DAVENPORT-ROCK IS-MOL	3	101	71,400	66.7	4.82	321.6	4.85	466,900	2,265	7.04
CHARLESTON-N CHARLESTON	4	127	87,200	63.9	4.93	314.9	6.14	471,600	2,897	9.20
LITTLE ROCK-N LITTLE ROCK	3	112	79,400	70.7	4.96	350.9	4.07	1,032,600	4,202	11.97
BEAUMONT-PORT ARTHUR	5	241	60,500	60.4	4.83	291.6	8.09	374,200	3,026	10.38
MARKETS 81-90—TOTAL			719,400	61.7	4.76	293.3	5.39	5,308,900	28,633	97.62
MARKETS 1-90—TOTAL			22,653,200	60.2	4.84	291.6	4.34	139,333,800	604,129	2071.77
BAKERSFIELD	3	116	67,800	66.3	4.82	319.5	6.12	331,600	2,030	6.35
FT. WAYNE	2	64	62,900	58.4	4.44	259.2	4.31	496,800	2,142	8.26
PEORIA	3	99	66,300	64.2	4.76	305.5	5.94	367,700	2,183	7.15
LAS VEGAS	3	98	67,500	59.1	4.68	276.5	4.92	315,800	1,554	5.62
YORK	5	177	60,600	60.7	4.77	289.4	3.76	892,600	3,356	11.60
SHREVEPORT	3	98	59,000	59.4	4.72	279.9	5.41	418,800	2,266	8.10
LANCASTER	2	60	23,600	24.1	3.97	95.4	7.84	93,600	734	7.69
DES MOINES	3	91	58,700	57.5	4.61	265.3	4.69	500,400	2,348	8.85
UTICA-ROME	3	103	55,600	65.4	4.77	312.2	8.97	275,700	2,474	7.92
SARASOTA-BRADENTON	2	52	21,300	41.8	4.05	169.0	12.79	87,600	1,120	6.63
MARKETS 91-100—TOTAL			543,300	56.4	4.64	261.8	5.34	3,780,600	20,207	77.18
MARKETS 1-100—TOTAL			23,196,500	60.2	4.84	290.9	4.36	143,114,400	624,336	2146.22
MADISON	4	168	81,200	63.6	4.91	312.5	4.38	572,600	2,510	8.03
READING	1	52	13,700	17.4	3.80	66.1	19.56	52,000	1,017	15.39
SPOKANE	3	76	61,700	67.6	4.81	325.7	4.05	394,100	1,596	4.90
BINGHAMTON	3	115	52,200	63.3	4.77	301.7	6.68	336,700	2,250	7.46
STOCKTON	5	191	50,700	59.8	4.83	288.7	9.18	244,800	2,248	7.79
LEXINGTON-FAYETTE	3	104	72,700	68.8	4.95	340.3	4.05	571,400	2,314	6.80
HUNTINGTON-ASHLAND	3	59	50,000	61.3	4.47	273.9	3.14	387,400	1,216	4.44
JACKSON, MS	3	93	52,600	58.4	4.61	269.4	3.75	465,300	1,744	6.47
CORPUS CHRISTI	3	102	55,000	62.6	4.79	300.2	4.55	313,100	1,424	4.74
APPLETON-OSHKOSH	4	93	55,700	62.0	4.67	289.9	3.63	342,000	1,242	4.28
MARKETS 101-110—TOTAL			545,500	59.3	4.75	281.7	4.77	3,679,600	17,561	62.34
MARKETS 1-110—TOTAL			23,742,000	60.1	4.83	290.7	4.37	146,794,000	641,897	2208.11
EVANSVILLE	2	53	53,200	69.9	4.60	321.7	3.47	333,900	1,159	3.60
HUNTSVILLE, AL	4	159	56,900	61.9	4.79	296.2	5.46	327,600	1,788	6.04
SALINAS-SEASIDE MONTRY	3	100	65,400	65.1	4.23	275.1	2.23	343,500	765	2.78
LAKELAND-WINTER HAVEN	2	49	15,000	20.5	3.88	79.7	6.63	58,200	386	4.84
AUGUSTA, GA	3	71	65,000	69.3	4.47	309.8	3.58	405,400	1,453	4.69
SOUTH BEND	2	53	48,100	62.7	4.39	275.4	2.46	344,100	845	3.07
PENSACOLA	3	113	54,900	58.8	4.58	269.6	4.85	370,000	1,798	6.66
COLORADO SPRINGS	3	51	64,100	60.8	4.42	268.8	2.36	311,200	734	2.73
GREENEVILLE-NW BRN-WASH	4	126	49,500	58.8	4.61	271.3	2.58	432,000	1,115	4.11
ERIE	2	79	51,000	66.6	4.61	316.2	5.23	269,800	1,410	4.46
MARKETS 111-120—TOTAL			523,100	60.2	4.50	270.5	3.58	3,195,700	11,451	42.33
MARKETS 1-120—TOTAL			24,265,100	60.1	4.83	290.2	4.36	149,989,700	653,348	2251.37
KALAMAZOO-PORTAGE	2	174	43,000	47.0	3.98	187.1	11.01	188,800	2,079	11.11
DULUTH-SUPERIOR	3	72	48,700	69.9	4.62	323.1	4.08	293,800	1,199	3.71
ROCKFORD	2	54	48,800	60.8	4.39	267.1	5.79	240,600	1,392	5.21
EUGENE-SPRINGFIELD	4	162	56,400	65.1	4.95	322.1	5.55	366,400	2,033	6.31
CHARLESTON, N CHRLSTON	3	80	46,000	67.3	4.88	328.5	9.14	286,700	2,621	7.98
MONTGOMERY	2	50	41,300	57.2	3.75	214.7	3.85	210,000	808	3.76
MELBOURNE-TITUSVILLE-COC	5	184	41,100	54.9	4.51	247.7	7.96	185,500	1,477	5.96
MODESTO	4	174	39,900	60.5	4.79	289.8	9.98	246,800	2,462	8.50
MACON	3	103	41,600	58.6	4.58	268.3	5.00	264,000	1,321	4.92
DAYTONA BEACH	3	79	21,600	46.6	4.47	208.0	8.86	96,500	855	4.11
MARKETS 121-130—TOTAL			428,400	58.9	4.51	266.0	6.83	2,379,100	16,247	61.08
MARKETS 1-130—TOTAL			24,693,500	60.1	4.82	289.8	4.39	152,368,800	669,595	2310.54

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
TARGET AUDIENCE: ADULTS 18-34 (cont.)										
ROANOKE	2	66	37,000	58.6	3.77	220.9	3.07	527,000	1,618	7.32
BOISE	3	116	39,400	58.3	4.62	269.9	4.00	228,400	913	3.38
FAYETTEVILLE, NC	4	163	66,700	64.4	4.92	316.7	3.65	423,800	1,546	4.88
COLUMBUS, GA	3	108	52,900	67.7	4.87	330.1	2.94	418,200	1,229	3.72
SAGINAW	3	111	39,200	59.7	4.67	278.8	5.17	280,200	1,449	5.20
SAVANNAH	4	109	39,000	59.2	4.69	278.0	4.71	411,600	1,938	6.97
PORTLAND, ME	5	117	32,800	57.7	4.68	269.6	9.21	210,600	1,940	7.20
LUBBOCK	3	142	44,500	58.0	4.66	269.8	5.09	364,800	1,858	6.89
SPRINGFIELD, MO	2	47	36,700	58.8	4.38	257.4	3.18	274,700	874	3.40
ATLANTIC CITY	4	131	25,900	61.9	4.78	295.9	7.97	159,500	1,271	4.30
MARKETS 131-140—TOTAL			414,100	60.7	4.63	281.4	4.44	3,296,800	14,636	52.01
MARKETS 1-140—TOTAL			25,107,600	60.1	4.82	289.7	4.40	155,667,600	684,231	2361.86
LINCOLN	2	58	44,500	62.3	4.45	277.3	4.27	203,800	870	3.14
WHEELING	3	105	26,500	57.5	4.54	260.7	8.98	165,700	1,488	5.71
TOPEKA	3	121	34,900	66.9	4.83	323.2	6.82	243,800	1,663	5.15
ANCHORAGE	3	89	46,700	65.4	4.82	315.5	6.26	287,000	1,798	5.70
TERRE HAUTE	3	89	32,100	64.3	4.77	307.0	7.18	170,100	1,221	3.98
ASHEVILLE	2	61	26,800	59.8	4.31	258.0	5.91	121,700	719	2.79
GREEN BAY	2	60	38,200	69.4	4.61	320.0	4.33	279,800	1,212	3.79
CEDAR RAPIDS	3	106	38,900	71.7	5.02	359.7	5.00	329,200	1,646	4.58
RENO	3	100	30,900	65.2	4.84	315.6	7.03	167,600	1,178	3.73
STEUBENVILLE-WEIRTON	3	117	23,300	56.1	4.51	253.3	11.62	105,100	1,221	4.82
MARKETS 141-150—TOTAL			342,800	64.2	4.69	300.9	6.28	2,073,800	13,016	43.26
MARKETS 1-150—TOTAL			25,450,400	60.2	4.82	289.8	4.42	157,741,400	697,247	2405.96
AMARILLO	2	76	30,300	60.2	4.41	265.6	2.55	278,600	711	2.68
WACO	3	113	25,600	59.7	4.65	278.0	12.53	122,300	1,533	5.51
YAKIMA	2	65	24,400	59.2	4.44	263.1	4.12	120,700	497	1.89
LYNCHBURG, VA	3	87	29,000	64.5	4.68	302.2	6.52	144,000	939	3.11
MANCHESTER	1	38	12,200	29.3	3.74	109.4	9.91	68,400	678	6.20
TALLAHASSEE	2	66	36,100	57.4	4.38	251.4	3.25	244,700	796	3.17
WATERLOO-CEDAR RAPIDS	1	31	26,100	60.0	3.80	228.0	3.78	167,400	632	2.77

(Continued)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
TARGET AUDIENCE: ADULTS 18-34 (cont.)										
FARGO-MOORHEAD	2	74	30,800	63.7	4.55	289.3	6.09	183,400	1,117	3.86
ALTOONA	2	61	21,000	64.9	4.41	286.7	8.68	110,000	955	3.33
WICHITA FALLS	3	129	28,400	70.7	4.99	353.1	4.40	340,800	1,500	4.25
MARKETS 151-160—TOTAL			263,900	58.9	4.45	261.8	5.26	1,780,300	9,358	35.74
MARKETS 1-160—TOTAL			25,714,300	60.2	4.81	289.5	4.43	159,521,700	706,805	2440.78
WILMINGTON, NC	3	119	22,000	58.8	4.60	270.9	8.08	123,600	999	3.69
BLOOMINGTON, IL	2	97	27,600	59.0	4.05	239.1	9.68	134,400	1,301	5.44
LAFAYETTE, LA	3	82	28,400	64.5	4.56	293.7	3.56	254,400	906	3.08
PUEBLO	3	84	21,300	61.1	4.65	284.8	6.11	120,400	736	2.58
MEDFORD-ASHLAND	3	100	21,500	66.5	4.53	301.5	5.40	124,000	670	2.22
RICHLAND-KENWCK-PASCO	4	119	21,000	65.4	4.76	311.5	7.80	107,000	835	2.68
BILLINGS	2	47	23,000	74.7	4.62	345.1	3.53	128,300	453	1.31
SIOUX FALLS, SD	3	84	20,000	66.2	4.55	301.3	3.64	254,800	928	3.08
GREAT FALLS	2	66	19,400	71.7	4.61	331.1	5.63	111,200	626	1.89
CASPER, WY	2	50	10,800	59.6	4.40	261.0	11.60	55,000	638	2.44
MARKETS 161-170—TOTAL			215,000	64.4	4.53	291.7	5.73	1,413,100	8,092	27.74
MARKETS 1-170—TOTAL			25,929,300	60.2	4.81	289.5	4.44	160,934,800	714,897	2468.73
NASSAU-SUFFOLK	8	188	213,700	31.3	4.19	131.1	4.92	895,000	4,404	33.59
ANAHEIM-ST ANA-GAR GR	6	247	161,500	28.7	4.19	120.3	12.82	677,200	8,679	72.14
SAN JOSE	8	325	251,000	60.1	4.96	297.8	6.38	1,735,100	11,070	37.17
NEW BEDFORD-FALL RIVER	1	22	10,600	8.5	3.74	31.9	5.66	39,600	224	7.02
MARKETS 171-174—TOTAL			636,800	35.6	4.48	159.7	7.28	3,348,900	24,377	152.64
MARKETS 1-174—TOTAL			26,566,100	59.2	4.80	284.4	4.50	164,281,700	739,074	2598.71

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TARGET AUDIENCE: ADULTS 18-49

Population: 70,860,200
Daytime, Mon.-Fri., 6 am-7 pm
Goal: 300 GRP's, 4 wks, 60 reach/5 freq
Spot distribution: equal
Rate adjustment: -15%

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
NEW YORK	7	269	4,627,000	62.1	5.06	313.9	2.19	25,360,100	55,524	176.88
LOS ANGELES	10	372	2,486,800	58.3	5.03	293.3	3.10	15,136,000	46,929	160.00
CHICAGO	7	231	2,096,900	60.1	4.98	299.5	2.66	14,711,600	39,171	130.79
SAN FRANCISCO	10	424	1,513,100	61.3	5.05	309.4	4.09	8,883,900	36,341	117.46
PHILADELPHIA	8	255	1,346,800	62.1	5.06	314.2	2.21	8,000,900	17,660	56.21
DETROIT	7	288	1,256,000	62.5	5.01	313.0	3.14	7,510,200	23,599	75.40
BOSTON	7	201	993,200	61.9	5.03	311.3	3.89	6,896,800	26,831	86.19
WASHINGTON, D.C.	7	190	911,400	58.5	4.86	284.1	3.24	4,990,700	16,145	56.83
HOUSTON-GALVESTON	6	187	786,200	58.3	4.92	286.6	3.76	4,198,400	15,889	55.44
DALLAS-FT. WORTH	7	200	801,300	61.1	4.99	304.7	3.20	5,399,900	17,302	56.78
GROUP SUBTOTAL			16,818,700	60.8	5.02	304.9	2.92	101,088,500	295,391	968.81
MARKETS 1-10—TOTAL			16,818,700	60.8	5.02	304.9	2.92	101,088,500	295,391	968.81
ST. LOUIS	6	170	673,600	62.9	4.90	308.2	3.27	3,748,100	12,257	39.77
PITTSBURGH	4	126	606,400	62.2	4.82	299.7	2.63	4,080,800	10,741	35.84
BALTIMORE	5	169	593,200	57.9	4.86	281.1	4.23	3,005,800	12,721	45.25
MINNEAPOLIS-ST. PAUL	4	120	575,400	57.5	4.52	259.9	2.84	3,674,400	10,431	40.13
CLEVELAND	5	176	506,200	57.6	4.81	277.1	3.10	4,146,500	12,835	46.32
SEATTLE-EVERETT-TACOMA	7	258	554,800	59.8	4.98	297.9	3.66	3,397,500	12,425	41.71
ATLANTA	4	146	554,900	60.3	4.66	280.9	4.03	3,096,300	12,485	44.45
SAN DIEGO	7	282	501,400	58.7	4.87	285.9	5.05	2,441,900	12,336	43.15
MIAMI	10	308	382,500	60.1	5.07	304.9	4.52	3,260,200	14,739	48.34
TAMPA-ST. PETERSBURG	6	197	311,700	60.4	4.92	296.9	6.37	1,868,300	11,909	40.11
MARKETS 11-20—TOTAL			5,260,100	59.7	4.83	288.5	3.76	32,717,800	122,879	425.92
MARKETS 1-20—TOTAL			22,078,800	60.5	4.97	300.9	3.13	133,806,300	418,270	1390.06
DENVER-BOULDER	6	238	476,500	62.3	5.06	315.3	4.35	3,194,500	13,893	44.06
PROVIDENCE-WRWCK-PAW	4	137	363,400	59.6	4.71	280.7	3.11	1,851,200	5,759	20.52
MILWAUKEE	5	196	437,400	67.2	5.05	339.6	3.46	2,803,500	9,713	28.60
CINCINNATI	4	131	384,300	59.3	4.79	284.1	3.85	2,408,700	9,283	32.68
BUFFALO	3	96	339,700	60.5	4.66	281.7	3.76	1,947,100	7,330	26.02
KANSAS CITY	5	167	364,000	60.2	4.94	297.5	2.82	3,696,500	10,430	35.06
PHOENIX	7	194	353,900	61.9	5.05	312.6	4.95	1,914,500	9,478	30.32
PORTLAND, OR	6	240	326,000	62.6	4.93	308.7	5.26	2,001,100	10,526	34.10
NORFLK-PORTMOUTH-HMTN	7	246	372,800	63.5	5.04	319.8	2.84	2,075,900	5,899	18.45
INDIANAPOLIS	4	117	309,400	58.5	4.63	270.8	2.86	2,199,500	6,290	23.23
MARKETS 21-30—TOTAL			3,707,400	61.6	4.90	302.0	3.66	24,092,500	88,601	293.38
MARKETS 1-30—TOTAL			25,786,200	60.7	4.96	301.1	3.21	157,898,800	506,871	1683.40
NEW ORLEANS	6	233	320,300	61.2	4.88	298.4	4.09	2,172,500	8,884	29.77
COLUMBUS, OH	4	141	332,300	62.5	4.91	306.8	4.60	2,112,200	9,726	31.70
ROCHESTER, NY	4	143	278,300	63.3	4.90	310.4	6.12	1,538,500	9,416	30.34
FT. LAUR-HOLLYWOOD	10	351	207,000	60.1	4.95	297.5	6.43	2,253,100	14,490	48.71
SACRAMENTO	6	230	284,200	58.6	4.76	278.8	4.19	1,515,000	6,355	22.79
SAN ANTONIO	6	165	265,700	59.1	4.76	281.2	3.19	1,869,200	5,971	21.23
LOUISVILLE	4	153	252,900	61.9	4.87	301.6	3.78	1,909,900	7,222	23.95
MEMPHIS	4	146	241,000	59.5	4.82	287.1	4.51	1,968,900	8,876	30.92
HARTFORD-NEW HAVEN	5	221	228,700	60.3	4.67	281.8	3.66	2,307,700	8,455	30.00
DAYTON	4	121	251,700	62.7	4.88	306.2	4.62	1,563,500	7,216	23.57
MARKETS 31-40—TOTAL			2,642,600	61.0	4.84	295.3	4.51	19,210,500	86,611	293.30
MARKETS 1-40—TOTAL			28,428,800	60.7	4.95	300.5	3.35	177,109,300	593,482	1974.98

(Continued)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
TARGET AUDIENCE: ADULTS 18-49 (cont.)										
BIRMINGHAM	5	182	214,100	60.1	4.65	279.6	3.72	1,281,900	4,770	17.06
ALBANY-SCHENCTDY-TROY	3	139	198,800	58.2	4.69	272.7	5.46	1,214,500	6,635	24.33
GRBORO-WIN SALEM-HI PT	7	172	231,000	61.2	4.92	300.9	3.88	1,530,300	5,930	19.71
NASHVILLE-DAVIDSON	6	168	216,100	58.7	4.88	286.4	3.73	1,334,000	4,976	17.37
TOLEDO	4	114	214,900	61.1	4.87	297.3	3.25	1,243,300	4,038	13.58
SALT LAKE CITY	5	190	224,900	59.9	4.86	290.8	4.12	1,422,500	5,857	20.14
OKLAHOMA CITY	5	186	238,700	64.0	4.92	314.8	3.24	1,867,700	6,044	19.20
HONOLULU	5	203	232,700	61.4	4.89	300.0	3.21	1,248,300	4,003	13.34
JACKSONVILLE	6	200	211,000	62.0	4.87	301.9	4.58	1,373,800	6,292	20.84
AKRON	8	278	166,500	53.3	4.74	252.5	8.43	1,005,600	8,481	33.59
MARKETS 41-50—TOTAL			2,148,700	60.1	4.83	290.4	4.22	13,521,900	57,026	196.37
MARKETS 1-50—TOTAL			30,577,500	60.7	4.94	299.8	3.41	190,631,200	650,508	2169.81
NORTHEAST PA	4	117	183,600	62.4	4.83	301.5	3.40	887,800	3,021	10.02
SYRACUSE	3	130	172,700	58.4	4.61	269.3	4.82	1,017,600	4,905	18.21
ALNTWN-BETHLEHEM-ESTON	4	113	160,800	58.3	4.79	279.5	3.63	824,700	2,993	10.71
BURLINGTON-PLATTSBURG	13	478	174,600	59.5	5.07	301.4	4.77	892,400	4,255	14.12
RICHMOND	3	104	179,100	59.6	4.63	276.2	4.70	1,159,800	5,452	19.74
ORLANDO	4	161	157,100	57.7	4.49	259.1	5.57	1,172,600	6,533	25.21
SPRINGFIELD-CHIC-HOLYOKE	3	92	176,600	64.5	4.69	302.7	3.43	933,600	3,201	10.57
TULSA	3	78	159,500	57.1	4.63	264.3	2.56	958,800	2,457	9.30
CHARLOTTE-GASTONIA	3	88	160,000	61.3	4.68	286.6	4.08	1,732,800	7,065	24.65
OMAHA-COUNCIL BLUFFS	3	113	186,600	66.8	4.82	321.7	2.59	2,012,200	5,216	16.21
MARKETS 51-60—TOTAL			1,710,600	60.5	4.73	286.1	3.89	11,592,300	45,098	157.63
MARKETS 1-60—TOTAL			32,288,100	60.7	4.93	299.1	3.44	202,223,500	695,606	2325.86
GRAND RAPIDS	5	117	165,800	63.4	4.94	313.1	3.35	1,324,500	4,435	14.16
GREENVILLE-SPARTANBURG	5	131	168,900	65.4	4.74	309.8	2.45	1,197,300	2.935	9.47
YOUNGSTOWN-WARREN	4	124	162,400	68.0	4.88	332.2	2.81	1,124,300	3,161	9.52
WILMINGTON, DE	7	305	151,200	60.4	4.93	298.1	6.00	762,200	4,571	15.33
PALM BEACH-BOCA RATON	7	224	117,000	60.9	4.96	302.0	6.97	660,400	4,603	15.24
RALEIGH-DURHAM	4	151	165,300	63.3	4.90	310.2	3.56	1,813,300	6,449	20.79
FLINT	5	177	143,600	58.5	4.86	284.6	5.43	774,900	4,208	14.79
AUSTIN, TX	5	132	153,600	58.7	4.81	282.3	2.74	792,700	2,174	7.70
TUCSON	4	166	135,600	60.8	4.87	295.8	4.94	720,900	3,560	12.04
FRESNO	5	187	129,500	61.0	4.96	302.7	3.95	1,333,600	5,271	17.41
MARKETS 61-70—TOTAL			1,492,900	62.1	4.88	303.1	3.94	10,504,100	41,367	136.48
MARKETS 1-70—TOTAL			33,781,000	60.7	4.93	299.3	3.46	212,727,600	736,973	2462.32
KNOXVILLE	4	126	153,100	72.1	5.03	362.3	2.41	1,143,300	2,752	7.60
LANSING-EAST LANSING	5	157	147,600	62.9	4.86	305.9	3.37	852,600	2,870	9.38
HARRISBURG	4	118	114,200	57.6	4.33	249.4	4.67	565,200	2,638	10.58
NEW HAVEN-WEST HAVEN	7	332	120,900	60.2	4.86	292.4	12.96	721,000	9,347	31.97
BRIDGEPORT	4	116	116,400	60.9	4.61	280.5	4.71	610,100	2,874	10.25
BATON ROUGE	4	123	133,500	62.3	4.94	307.7	2.23	888,900	1,984	6.45
JOHNSON CITY-KINGSPORT-B	6	183	116,400	60.1	4.95	297.7	3.67	641,600	2,357	7.92
MOBILE	6	208	127,300	68.1	4.88	332.3	3.44	1,020,000	3,508	10.56
EL PASO	6	215	120,700	57.4	4.83	277.5	6.33	624,400	3,953	14.25
CANTON	5	195	106,900	59.6	4.75	283.3	6.27	550,600	3,450	12.18
MARKETS 71-80—TOTAL			1,257,000	62.2	4.82	299.4	4.69	7,617,900	35,733	119.35
MARKETS 1-80—TOTAL			35,038,000	60.8	4.92	299.3	3.51	220,345,500	772,706	2581.71
ALBUQUERQUE	5	194	121,400	62.1	4.87	302.4	5.17	905,200	4,684	15.49
CHATTANOOGA	4	130	111,300	61.4	4.50	276.1	3.48	739,200	2.570	9.31
WICHITA, KS	5	176	119,300	63.5	4.77	303.0	2.86	951,200	2,717	8.97
MCALLEN-BROWNSVILLE	3	99	104,400	60.4	4.62	279.0	3.07	552,900	1,698	6.09
WORCESTER	4	119	102,300	62.1	4.87	302.7	4.48	722,000	3,232	10.68
COLUMBIA, SC	4	127	116,700	59.2	4.80	284.1	3.75	845,000	3,171	11.16

TARGET AUDIENCE: ADULTS 18-49 (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
DAVENPORT-ROCK IS-MOL	3	118	95,500	57.1	4.63	264.2	6.31	578,200	3,647	13.80
CHARLESTON-N CHARLESTON	4	122	118,000	60.1	4.86	292.1	4.39	631,100	2,772	9.49
LITTLE ROCK-N LITTLE ROCK	3	112	103,300	59.0	4.70	277.2	3.42	1,217,200	4,167	15.03
BEAUMONT-PORT ARTHUR	6	248	97,800	59.0	4.89	288.6	4.90	616,200	3,018	10.46
MARKETS 81-90—TOTAL			1,090,000	60.4	4.75	287.2	4.08	7,758,200	31,676	110.29
MARKETS 1-90—TOTAL			36,128,000	60.8	4.92	298.9	3.53	228,103,700	804,382	2691.14
BAKERSFIELD	4	133	101,500	62.1	4.89	303.7	4.62	500,800	2,315	7.62
FT. WAYNE	2	67	107,300	64.1	4.46	285.9	3.41	1,003,700	3,420	11.96
PEORIA	4	180	103,500	63.6	4.95	314.9	7.73	589,100	4,555	14.46
LAS VEGAS	4	139	105,000	59.4	4.82	286.1	4.09	505,800	2,069	7.23
YORK	3	93	93,700	58.6	4.32	253.0	2.49	898,700	2,241	8.86
SHREVEPORT	4	133	92,200	58.6	4.68	274.2	3.04	763,200	2,323	8.47
LANCASTER	9	307	79,900	51.7	4.72	243.7	11.06	407,400	4,505	18.49
DES MOINES	4	117	102,000	64.8	5.00	324.1	4.48	1,158,100	5,190	16.01
UTICA-ROME	3	107	78,400	57.2	4.61	263.8	8.40	369,500	3,103	11.76
SARASOTA-BRADENTON	10	522	49,500	57.1	4.89	279.5	32.32	243,800	7,880	28.19
MARKETS 91-100—TOTAL			913,000	59.9	4.73	283.6	5.84	6,440,100	37,601	132.58
MARKETS 1-100—TOTAL			37,041,000	60.7	4.91	298.5	3.59	234,543,800	841,983	2820.71
MADISON	4	121	109,000	63.2	4.89	309.0	2.57	777,000	1,998	6.47
READING	5	167	72,300	54.3	4.70	255.3	7.91	340,100	2,689	10.53
SPOKANE	3	89	83,000	59.0	4.64	274.0	3.36	611,900	2,059	7.51
BINGHAMTON	3	93	81,600	61.1	4.68	286.0	4.85	439,600	2,134	7.46
STOCKTON	8	352	80,700	59.7	4.94	294.8	10.02	398,600	3,993	13.54
LEXINGTON-FAYETTE	3	100	99,500	64.5	4.82	310.8	3.12	712,000	2,220	7.14
HUNTINGTON-ASHLAND	4	88	82,500	62.0	4.76	294.8	3.20	588,200	1,882	6.38
JACKSON, MS	4	127	87,400	63.1	4.87	307.4	3.27	689,900	2,254	7.33
CORPUS CHRISTI	4	141	83,300	60.3	4.82	290.7	3.86	515,200	1,987	6.84
APPLETON-OSHKOSH	5	142	81,400	60.6	4.80	290.6	3.55	456,500	1,619	5.57
MARKETS 101-110—TOTAL			860,700	60.9	4.80	292.1	4.13	5,529,000	22,835	78.18
MARKETS 1-110—TOTAL			37,901,700	60.7	4.91	298.4	3.60	240,072,800	864,818	2898.18
EVANSVILLE	2	60	72,000	58.6	4.44	260.0	3.08	431,200	1,329	5.11
HUNTSVILLE, AL	4	137	89,300	61.6	4.79	295.0	3.59	473,300	1,700	5.76
SALINAS-SEASIDE MONTRY	4	118	84,400	59.8	4.45	266.3	2.15	467,900	1,005	3.77
LAKELAND-WINTER HAVEN	9	327	65,100	55.4	4.88	270.4	8.84	329,300	2,910	10.76
AUGUSTA, GA	3	66	83,600	59.3	4.23	250.6	2.78	486,000	1,350	5.39
SOUTH BEND	3	77	84,700	69.4	4.91	340.7	2.09	591,000	1,234	3.62
PENSACOLA	4	112	82,600	59.8	4.77	285.4	4.32	497,200	2,147	7.52
COLORADO SPRINGS	4	81	100,000	66.7	4.88	325.2	2.00	535,600	1,072	3.30
GREENEVILLE-NW BRN-WASH	5	166	73,600	57.6	4.75	273.7	2.09	657,300	1,376	5.03
ERIE	2	73	70,000	58.5	4.42	258.8	3.79	343,800	1,303	5.03
MARKETS 111-120—TOTAL			805,300	60.8	4.66	283.0	3.21	4,812,600	15,426	54.51
MARKETS 1-120—TOTAL			38,707,000	60.7	4.91	298.1	3.59	244,885,400	880,244	2952.85

(Continued)

THE SUSQUEHANNA STATIONS SERVING OVER 2,000,000* LISTENERS WEEKLY

*Subject to qualification upon request.

WSBA AM/FM Harrisburg/Lancaster/York
WARM Wilkes-Barre/Scranton
WHLO Akron/Canton
WGBB Nassau County, NY
WQBA AM/FM Miami
WKIS Orlando
WLQR Toledo
WLQA Cincinnati
WFMS Indianapolis
KPLX/KLIF Dallas/Fort Worth
WLTA Atlanta.

TARGET AUDIENCE: ADULTS 18-49 (cont.)

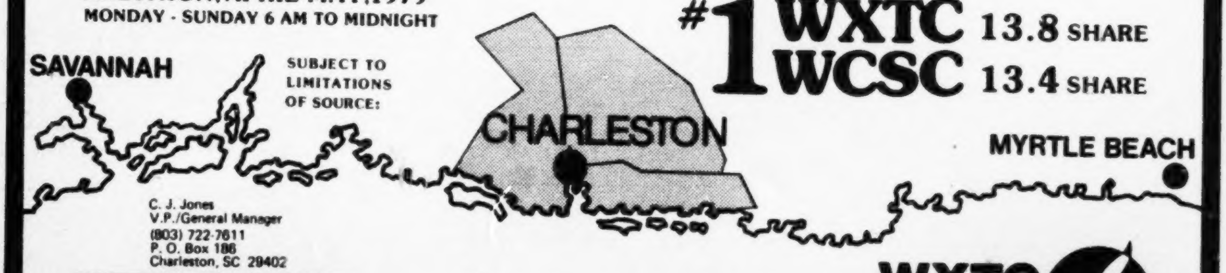
METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
KALAMAZOO-PORTAGE	4	207	79,900	60.2	4.75	285.9	7.38	457,600	3,377	11.81
DULUTH-SUPERIOR	4	101	69,500	63.9	4.73	302.3	3.99	453,300	1,810	5.99
ROCKFORD	2	56	71,200	57.1	4.26	243.1	4.21	337,600	1,421	5.85
EUGENE-SPRINGFIELD	4	157	72,000	57.0	4.78	272.0	6.42	372,200	2,388	8.78
CHARLESTON, N CHRLSTON	3	89	73,600	63.6	4.81	305.8	6.29	461,100	2,902	9.49
MONTGOMERY	2	54	66,200	57.7	3.83	221.3	2.65	329,400	872	3.94
MELBOURNE-TITUSVILLE-COC	6	181	74,200	59.2	4.77	282.4	3.71	353,900	1,312	4.65
MODESTO	6	213	62,000	59.0	4.90	289.0	6.96	406,400	2,829	9.79
MACON	5	177	71,300	63.4	4.88	309.3	4.11	557,500	2,293	7.41
DAYTONA BEACH	7	170	47,500	62.8	4.99	313.2	6.91	244,200	1,687	5.39
MARKETS 121-130—TOTAL			687,400	60.2	4.66	280.8	5.26	3,973,200	20,891	74.40
MARKETS 1-130—TOTAL			39,394,400	60.7	4.90	297.8	3.62	248,858,600	901,135	3025.97
ROANOKE	3	95	74,100	72.4	4.65	336.4	2.61	859,500	2,240	6.66
BOISE	4	139	60,300	58.4	4.79	279.9	3.91	398,100	1,556	5.56
FAYETTEVILLE, NC	4	151	87,600	64.7	4.96	321.0	2.57	564,200	1,449	4.51
COLUMBUS, GA	3	102	67,400	59.4	4.71	279.9	2.17	535,700	1,162	4.15
SAGINAW	4	142	62,100	60.8	4.88	296.8	3.96	463,600	1,834	6.18
SAVANNAH	5	135	63,700	64.4	4.95	318.5	4.63	585,800	2,715	8.52
PORTLAND, ME	5	105	55,900	62.0	4.77	295.8	3.87	538,100	2,080	7.03
LUBBOCK	4	136	66,200	61.4	4.88	299.9	2.91	561,200	1,635	5.45
SPRINGFIELD, MO	3	79	57,200	62.3	4.69	292.4	2.31	577,600	1,334	4.56
ATLANTIC CITY	4	117	41,200	58.2	4.76	277.3	7.30	237,400	1,734	6.25
MARKETS 131-140—TOTAL			635,700	62.6	4.81	301.0	3.33	5,321,200	17,739	58.93
MARKETS 1-140—TOTAL			40,030,100	60.8	4.90	297.8	3.62	254,179,800	918,874	3085.54
LINCOLN	3	83	62,600	63.7	4.78	304.9	4.56	305,000	1,390	4.56
WHEELING	3	92	48,900	63.5	4.76	302.3	4.72	413,100	1,949	6.45
TOPEKA	4	154	52,400	64.0	4.94	315.9	5.92	312,500	1,849	5.85
ANCHORAGE	3	90	60,100	58.1	4.61	267.8	5.88	359,100	2,111	7.88
TERRE HAUTE	4	110	51,200	68.3	4.91	335.8	5.05	312,100	1,577	4.70
ASHEVILLE	2	62	47,600	64.3	4.52	290.1	4.62	245,200	1,132	3.90
GREEN BAY	2	58	51,800	63.3	4.49	284.2	3.24	363,800	1,180	4.15
CEDAR RAPIDS	3	90	51,600	62.8	4.76	298.5	3.56	548,300	1,952	6.54
RENO	4	133	47,900	64.0	4.96	317.8	5.74	256,900	1,474	4.64
STEUBENVILLE-WEIRTON	4	162	40,900	57.7	4.71	271.8	9.02	192,700	1,739	6.40
MARKETS 141-150—TOTAL			515,000	62.9	4.74	298.2	4.94	3,308,700	16,353	54.84
MARKETS 1-150—TOTAL			40,545,100	60.8	4.90	297.8	3.63	257,488,500	935,227	3140.45

The DOMINANT STATIONS of Coastal Carolina

SOURCE:
ARBITRON, APRIL-MAY, 1979
MONDAY - SUNDAY 6 AM TO MIDNIGHT

SUBJECT TO LIMITATIONS OF SOURCE:

#1 WXTC 13.8 SHARE
WCSC 13.4 SHARE



C. J. Jones
V.P./General Manager
(803) 722-7611
P. O. Box 186
Charleston, SC 29402

1390 WCSC AM RADIO

McGAVREN GUILD RADIO REP

WXTC FM

TARGET AUDIENCE: ADULTS 18-49 (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
AMARILLO	3	104	51,000	64.8	4.78	310.0	2.16	478,400	1,035	3.34
WACO	4	151	41,900	61.5	4.88	300.3	9.81	223,700	2,194	7.31
YAKIMA	3	89	41,600	62.8	4.83	303.6	3.13	217,900	681	2.24
LYNCHBURG, VA	3	85	41,000	58.6	4.60	270.0	4.45	204,100	908	3.36
MANCHESTER	4	138	39,600	59.6	4.79	285.5	8.91	245,700	2,190	7.67
TALLAHASSEE	3	101	50,000	60.5	4.66	282.2	3.18	334,400	1,065	3.77
WATERLOO-CEDAR RAPIDS	2	61	44,100	68.2	4.40	300.2	3.08	298,400	918	3.06
FARGO-MOORHEAD	3	97	44,900	66.3	4.83	320.2	4.98	402,800	2,004	6.26
ALTOONA	2	51	34,200	63.3	4.56	288.2	4.22	179,100	755	2.62
WICHITA FALLS	3	100	40,500	65.7	4.82	316.2	3.29	368,700	1,213	3.84
MARKETS 151-160—TOTAL			428,800	63.0	4.72	297.4	4.39	2,953,200	12,963	43.59
MARKETS 1-160—TOTAL			40,973,900	60.8	4.90	297.8	3.64	260,441,700	948,190	3183.98
WILMINGTON, NC	4	150	35,400	59.3	4.82	285.6	6.15	202,000	1,242	4.35
BLOOMINGTON, IL	2	50	47,700	74.7	4.70	351.4	4.01	262,400	1,051	2.99
LAFAYETTE, LA	3	82	40,900	62.3	4.51	280.5	2.72	333,700	906	3.23
PUEBLO	3	84	32,500	58.0	4.55	263.8	3.79	179,900	682	2.59
MEDFORD-ASHLAND	4	134	34,000	65.8	4.81	316.1	4.83	193,800	937	2.96
RICHLAND-KENWCK-PASCO	4	116	33,400	62.0	4.75	294.6	4.84	172,800	836	2.84
BILLINGS	2	48	30,200	62.3	4.48	279.5	2.85	162,900	465	1.66
SIOUX FALLS, SD	3	92	27,200	58.6	4.43	258.9	3.21	316,400	1,017	3.93
GREAT FALLS	2	67	26,000	64.0	4.53	290.4	4.22	150,800	636	2.19
CASPER, WY	2	46	17,900	60.0	4.43	266.1	7.71	81,200	626	2.35
MARKETS 161-170—TOTAL			325,200	63.0	4.62	291.0	4.08	2,055,900	8,398	28.86
MARKETS 1-170—TOTAL			41,299,100	60.8	4.90	297.8	3.64	262,497,600	956,588	3212.18
NASSAU-SUFFOLK	17	470	515,600	42.3	4.57	193.3	6.05	2,356,500	14,258	73.76
ANAHEIM-ST ANA-GAR GR	7	258	212,500	23.5	4.11	96.5	9.10	873,100	7,943	82.31
SAN JOSE	11	443	383,100	59.8	5.07	303.0	5.41	2,827,400	15,301	50.50
NEW BEDFORD-FALL RIVER	8	328	77,300	38.2	4.48	171.3	9.77	346,500	3,384	19.75
MARKETS 171-174—TOTAL			1,188,500	40.1	4.64	186.0	6.38	6,403,500	40,886	219.82
MARKETS 1-174—TOTAL			42,487,600	60.0	4.89	293.1	3.71	268,901,100	997,474	3403.19

The Susquehanna Stations
serving over 2,000,000* listeners weekly

WSBA AM/FM Harrisburg/Lancaster/York
WARM Wilkes-Barre/Scranton
WHLO Akron/Canton
WGBB Nassau County, NY
WQBA AM/FM Miami
WKIS Orlando
WLQR Toledo
WLQA Cincinnati
WFMS Indianapolis
KPLX/KLIF Dallas/Fort Worth
WLTA Atlanta.

*Subject to qualification upon request.

TARGET AUDIENCE: ADULTS 25-54

Population: 58,882,600
Daytime, Mon.-Fri., 6 am-7 pm
Goal: 300 GRP's, 4 wks, 60 reach/5 freq
Spot distribution: equal
Rate adjustment: -15%

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
NEW YORK	8	260	3,856,700	59.4	4.99	296.5	2.55	20,421,600	52,021	175.45
LOS ANGELES	10	361	2,207,400	61.3	5.10	312.5	3.25	13,393,700	43,486	139.16
CHICAGO	6	185	1,783,500	60.3	4.95	298.3	2.98	11,959,300	35,618	119.40
SAN FRANCISCO	9	349	1,245,800	60.6	5.04	305.5	4.59	7,399,700	33,992	111.27
PHILADELPHIA	6	182	1,068,500	57.9	4.83	279.8	2.88	6,062,600	17,474	62.45
DETROIT	6	216	1,006,500	59.0	4.86	286.6	3.40	5,734,000	19,477	67.96
BOSTON	5	161	779,800	59.5	4.84	288.2	4.91	4,989,400	24,490	84.98
WASHINGTON, D.C.	8	187	748,400	57.9	4.84	280.0	4.38	4,046,700	17,717	63.28
HOUSTON-GALVESTON	7	220	679,400	60.5	5.03	304.5	4.84	3,708,700	17,966	59.00
DALLAS-FT. WORTH	6	150	619,000	57.6	4.84	279.1	3.27	4,130,200	13,513	48.42
GROUP SUBTOTAL			13,994,800	59.7	4.96	296.2	3.37	81,845,900	275,754	930.97
MARKETS 1-10—TOTAL			13,994,800	59.7	4.96	296.2	3.37	81,845,900	275,754	930.97
ST. LOUIS	4	132	567,600	63.1	4.68	295.1	3.24	2,965,800	9,599	32.53
PITTSBURGH	3	84	501,500	58.1	4.53	263.3	3.07	2,618,400	8,051	30.58
BALTIMORE	5	158	505,200	59.3	4.90	290.3	4.87	2,553,800	12,427	42.81
MINNEAPOLIS-ST. PAUL	4	151	490,300	61.8	4.51	279.0	2.50	3,073,800	7,679	27.52
CLEVELAND	6	219	446,200	59.0	4.93	291.0	4.48	3,197,200	14,339	49.27
SEATTLE-EVERETT-TACOMA	6	178	435,100	57.9	4.86	281.3	3.57	2,382,600	8,502	30.22
ATLANTA	4	137	435,200	57.5	4.60	264.6	4.59	2,278,200	10,458	39.52
SAN DIEGO	8	325	372,200	58.3	4.89	285.3	7.32	1,821,800	13,333	46.73
MIAMI	10	301	325,800	58.7	5.02	294.4	4.90	2,714,200	13,291	45.15
TAMPA-ST. PETERSBURG	7	174	275,000	62.3	5.01	312.1	4.07	1,671,700	6,800	21.79
MARKETS 11-20—TOTAL			4,354,100	59.6	4.77	284.2	4.13	25,277,500	104,479	367.62
MARKETS 1-20—TOTAL			18,348,900	59.6	4.92	293.3	3.55	107,123,400	380,233	1296.40
DENVER-BOULDER	5	163	381,300	60.7	4.90	297.3	4.58	2,341,100	10,720	36.06
PROVIDENCE-WRWCK-PAW	7	205	326,700	63.3	4.93	312.1	4.33	1,678,900	7,263	23.27
MILWAUKEE	4	117	311,100	57.2	4.59	262.8	3.22	1,829,000	5,885	22.39
CINCINNATI	4	133	303,000	59.3	4.80	284.5	5.11	1,946,400	9,938	34.93
BUFFALO	3	92	305,300	63.1	4.75	299.9	4.10	1,709,000	7,013	23.38
KANSAS CITY	5	154	319,900	62.8	4.97	312.3	3.24	2,936,800	9,519	30.48
PHOENIX	7	180	280,400	59.5	4.92	292.8	5.69	1,600,100	9,110	31.11
PORTLAND, OR	7	217	270,800	61.5	4.95	304.5	5.58	1,709,500	9,536	31.32
NORFLK-PORTMOUTH-HMTN	6	172	277,100	62.9	4.97	312.8	3.06	1,522,000	4,660	14.90
INDIANAPOLIS	5	147	287,900	64.7	4.93	318.9	4.40	1,942,800	8,548	26.80
MARKETS 21-30—TOTAL			3,063,500	61.4	4.87	299.1	4.28	19,215,600	82,192	274.80
MARKETS 1-30—TOTAL			21,412,400	59.9	4.91	294.1	3.66	126,339,000	462,425	1572.34
NEW ORLEANS	6	219	253,000	58.6	4.76	279.2	5.23	1,562,400	8,167	29.25
COLUMBUS, OH	4	117	265,800	64.7	4.96	321.2	5.23	1,689,900	8,836	27.51
ROCHESTER, NY	3	114	224,500	61.3	4.70	288.3	6.61	1,209,000	7,993	27.72
FT. LAUR-HOLLYWOOD	10	325	158,700	51.2	4.69	240.3	9.44	1,430,600	13,502	56.19
SACRAMENTO	7	245	219,700	58.5	4.88	285.3	5.72	1,613,800	9,237	32.38
SAN ANTONIO	6	152	211,800	61.1	4.96	302.9	4.07	1,741,300	7,082	23.38
LOUISVILLE	4	163	204,000	59.2	4.80	284.0	5.45	1,330,100	7,254	25.54
MEMPHIS	4	123	187,400	57.7	4.75	274.3	6.55	1,386,400	9,077	33.09
HARTFORD-NEW HAVEN	3	92	188,000	58.1	4.28	248.7	4.26	1,380,000	5,878	23.63
DAYTON	3	95	193,500	58.8	4.67	274.4	5.59	1,080,500	6,040	22.01
MARKETS 31-40—TOTAL			2,106,400	59.1	4.76	281.3	5.76	14,424,000	83,066	295.29
MARKETS 1-40—TOTAL			23,518,800	59.8	4.90	293.0	3.88	140,763,000	545,491	1861.74

TARGET AUDIENCE: ADULTS 25-54 (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
BIRMINGHAM	8	214	180,500	60.1	4.80	288.4	5.68	1,098,000	[illegible]	[illegible]
ALBANY-SCHENCTDY-TROY	3	100	166,300	58.1	4.66	270.7	5.66	1,024,000	5,795	21.41
GRBORO-WIN SALEM-HI PT	8	200	195,500	61.0	4.87	296.9	4.93	1,348,500	6,639	22.36
NASHVILLE-DAVIDSON	6	198	185,100	60.8	4.92	298.9	5.69	1,210,000	6,879	23.01
TOLEDO	4	114	173,200	61.1	4.83	295.2	4.51	905,700	4,083	13.83
SALT LAKE CITY	5	160	178,100	60.2	4.86	292.3	4.31	1,148,900	4,956	16.96
OKLAHOMA CITY	4	146	177,400	59.5	4.82	286.7	4.45	1,316,400	5,859	20.44
HONOLULU	5	172	189,400	65.8	5.01	329.8	3.15	1,039,300	3,275	9.93
JACKSONVILLE	6	198	170,700	63.4	4.89	310.1	5.63	1,063,600	5,983	19.29
AKRON	8	285	146,900	59.4	4.89	290.7	8.71	931,500	8,109	27.89
MARKETS 41-50—TOTAL			1,763,100	60.9	4.86	295.9	5.22	11,083,900	57,819	195.40
MARKETS 1-50—TOTAL			25,281,900	59.9	4.89	293.2	3.97	151,846,900	603,310	2057.67
NORTHEAST PA	5	122	139,500	59.8	4.81	288.0	4.24	763,600	3,236	11.24
SYRACUSE	4	122	143,900	60.8	4.68	284.3	3.90	855,600	3,337	11.74
ALNTWN-BETHLEHEM-ESTON	5	148	151,300	62.5	4.95	309.4	4.44	789,800	3,509	11.34
BURLINGTON-PLATTSBURG	14	497	140,200	60.2	5.08	306.0	6.23	712,800	4,442	14.52
RICHMOND	4	135	156,400	63.0	4.81	303.0	6.80	1,012,200	6,880	22.71
ORLANDO	5	182	142,800	62.4	4.90	305.8	7.25	968,000	7,014	22.94
SPRINGFIELD-CHIC-HOLYOKE	4	111	132,300	61.1	4.67	285.3	4.24	677,000	2,868	10.05
TULSA	3	71	143,600	59.6	4.64	276.7	2.63	840,000	2,227	8.05
CHARLOTTE-GASTONIA	3	86	153,300	61.2	4.66	284.9	4.91	1,396,400	6,863	24.09
OMAHA-COUNCIL BLUFFS	2	66	128,800	57.5	4.43	254.6	3.24	1,276,900	4,142	16.27
MARKETS 51-60—TOTAL			1,432,100	60.8	4.77	290.0	4.79	9,298,100	44,518	153.51
MARKETS 1-60—TOTAL			26,714,000	59.9	4.89	293.0	4.02	161,145,000	647,828	2211.02
GRAND RAPIDS	4	94	121,600	58.0	4.58	265.6	4.69	833,400	3,912	14.73
GREENVILLE-SPARTANBURG	4	100	123,600	57.5	4.35	250.0	2.70	878,000	2,372	9.49
YOUNGSTOWN-WARREN	4	132	136,500	66.4	4.75	315.5	3.55	959,600	3,410	10.81
WILMINGTON, DE	6	227	122,800	60.0	4.99	299.4	6.23	626,800	3,907	13.05
PALM BEACH-BOCA RATON	6	155	98,500	59.0	4.79	282.8	5.39	521,100	2,808	9.93
RALEIGH-DURHAM	4	161	120,400	61.7	4.84	298.8	4.86	1,453,300	7,066	23.65
FLINT	6	175	121,700	60.4	4.96	299.8	6.19	659,500	4,085	13.63
AUSTIN, TX	6	152	109,000	61.5	4.95	304.2	4.42	594,900	2,627	8.64
TUCSON	8	239	104,400	60.6	4.95	299.7	7.75	543,000	4,208	14.04
FRESNO	5	147	103,600	60.3	4.93	297.1	5.56	809,600	4,498	15.14
MARKETS 61-70—TOTAL			1,162,100	60.5	4.80	290.7	4.94	7,879,200	38,893	133.79
MARKETS 1-70—TOTAL			27,876,100	60.0	4.88	292.9	4.06	169,024,200	686,721	2344.56
KNOXVILLE	3	78	100,600	57.3	4.37	250.3	2.71	642,200	1,742	6.96
LANSING-EAST LANSING	5	162	92,700	57.5	4.78	274.8	5.48	522,000	2,863	10.43
HARRISBURG	4	126	112,100	67.1	4.38	293.8	4.67	596,200	2,782	9.47
NEW HAVEN-WEST HAVEN	7	387	92,800	56.1	4.75	266.3	19.69	537,600	10,586	39.75
BRIDGEPORT	3	85	107,700	65.2	4.73	308.5	3.66	603,400	2,209	7.16
BATON ROUGE	4	119	99,000	60.6	4.83	292.9	2.84	702,100	1,992	6.80
JOHNSON CITY-KINGSPORT-B	7	284	99,300	60.6	5.02	304.0	5.05	552,400	2,788	9.17
MOBILE	6	224	100,700	64.6	4.77	308.4	5.42	698,000	3,786	12.28
EL PASO	5	159	90,300	57.7	4.85	279.9	8.77	458,100	4,017	14.35
CANTON	5	200	91,600	59.9	4.72	283.0	7.55	453,100	3,420	12.09
MARKETS 71-80—TOTAL			986,800	60.7	4.71	285.9	6.28	5,765,100	36,185	126.57
MARKETS 1-80—TOTAL			28,862,900	60.0	4.88	292.7	4.14	174,789,300	722,906	2469.78
ALBUQUERQUE	6	265	95,400	61.8	4.85	299.8	8.34	628,000	5,235	17.46
CHATTANOOGA	4	122	95,000	61.0	4.35	265.4	4.45	541,900	2,411	9.08
WICHITA, KS	5	177	97,100	63.7	4.76	303.3	3.96	668,900	2,648	8.73
MCALLEN-BROWNSVILLE	4	136	84,200	62.2	4.73	294.1	4.65	456,000	2,122	7.22
WORCESTER	3	88	82,400	58.7	4.61	270.7	4.63	500,400	2,315	8.55
COLUMBIA, SC	4	94	86,900	61.7	4.84	298.7	4.79	524,900	2,512	8.41

(Continued)

TARGET AUDIENCE: ADULTS 25-54 (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
DAVENPORT-ROCK IS-MOL	4	139	65,830	63.0	4.68	297.1	7.77	488,900	3,783	12.73
CHARLESTON-N CHARLESTO	4	125	89,300	61.4	4.88	299.2	5.94	468,400	2,780	9.29
LITTLE ROCK-N LITTLE ROCK	4	137	86,500	58.8	4.81	282.7	5.73	808,400	4,636	16.40
BEAUMONT-PORT ARTHUR	8	250	87,200	61.9	5.01	310.4	5.86	550,400	3,223	10.38
MARKETS 81-90—TOTAL			889,900	61.2	4.77	292.0	5.62	5,634,200	31,665	108.44
MARKETS 1-90—TOTAL			29,752,800	60.0	4.88	292.6	4.18	180,423,500	754,571	2578.85
BAKERSFIELD	7	175	86,600	62.1	5.03	312.3	5.97	438,700	2,621	8.39
FT. WAYNE	2	66	90,700	66.0	4.42	291.5	3.86	860,100	3,318	11.38
PEORIA	4	158	87,400	64.8	4.93	319.5	8.45	512,200	4,326	13.54
LAS VEGAS	5	166	89,700	60.3	4.94	297.8	5.55	443,100	2,460	8.26
YORK	3	84	86,500	63.8	4.24	270.5	3.82	542,800	2,074	7.67
SHREVEPORT	4	133	77,800	59.6	4.71	280.4	2.98	778,900	2,321	8.28
LANCASTER	9	245	72,400	56.6	4.85	274.6	9.62	384,100	3,695	13.46
DES MOINES	3	75	75,900	56.7	4.88	274.7	3.93	894,300	3,516	12.80
UTICA-ROME	4	113	79,200	67.2	5.04	338.5	7.79	411,900	3,208	9.48
SARASOTA-BRADENTON	10	840	46,100	58.7	4.97	292.1	40.21	231,900	9,325	31.92
MARKETS 91-100—TOTAL			792,300	61.9	4.77	295.0	6.70	5,498,000	36,864	124.96
MARKETS 1-100—TOTAL			30,545,100	60.1	4.87	292.7	4.26	185,921,500	791,435	2703.91
MADISON	4	112	75,200	64.8	4.94	320.1	3.01	625,500	1,883	5.88
READING	4	111	70,200	59.9	4.76	285.3	6.44	334,400	2,155	7.55
SPOKANE	4	107	70,800	62.5	4.89	305.6	4.70	544,600	2,560	8.38
BINGHAMTON	3	79	73,100	63.3	4.71	298.0	4.58	410,700	1,880	6.31
STOCKTON	9	360	60,300	53.3	4.80	255.9	13.41	289,700	3,885	15.18
LEXINGTON-FAYETTE	3	87	76,600	65.2	4.76	310.1	3.77	510,800	1,926	6.21
HUNTINGTON-ASHLAND	5	112	71,900	63.1	4.90	308.9	4.78	484,000	2,313	7.49
JACKSON, MS	3	98	65,000	58.3	4.62	269.1	4.63	394,800	1,826	6.79
CORPUS CHRISTI	5	160	67,700	60.7	4.96	300.7	5.14	439,000	2,258	7.51
APPLETON-OSHKOSH	5	163	63,600	61.2	4.87	298.1	5.51	386,100	2,129	7.14
MARKETS 101-110—TOTAL			694,400	61.3	4.82	295.4	5.16	4,419,600	22,815	77.23
MARKETS 1-110—TOTAL			31,239,500	60.1	4.87	292.8	4.28	190,341,100	814 250	2780.91
EVANSVILLE	3	85	68,100	64.6	4.80	310.3	6.24	390,000	2,435	7.85
HUNTSVILLE, AL	4	132	71,900	59.5	4.78	284.1	4.33	372,800	1,614	5.68
SALINAS-SEASIDE MONTRY	5	124	56,500	58.6	4.74	277.9	3.32	354,100	1,175	4.23
LAKELAND-WINTER HAVEN	9	359	58,600	59.2	4.97	294.0	10.97	301,900	3,311	11.26
AUGUSTA, GA	5	137	64,600	60.8	4.64	282.2	5.73	406,000	2,326	8.24
SOUTH BEND	3	83	65,000	65.8	4.79	315.1	3.17	420,800	1,335	4.24
PENSACOLA	4	127	58,900	57.4	4.76	273.2	6.94	337,900	2,345	8.58
COLORADO SPRINGS	5	102	63,300	62.0	4.87	302.0	4.34	361,500	1,569	5.20
GREENEVILLE-NW BRN-WASH	7	215	61,200	61.8	4.97	307.5	3.52	555,900	1,957	6.36
ERIE	3	98	66,300	66.0	4.80	316.6	5.23	349,300	1,828	5.77
MARKETS 111-120—TOTAL			634,400	61.5	4.81	296.0	5.17	3,850,200	19,895	67.21
MARKETS 1-120—TOTAL			31,873,900	60.1	4.87	292.8	4.30	194,191,300	834,145	2848.86
KALAMAZOO-PORTAGE	4	127	59,500	61.5	4.80	295.2	7.31	392,600	2,870	9.72
DULUTH-SUPERIOR	5	117	54,200	60.2	4.88	293.8	5.69	357,600	2,036	6.93
ROCKFORD	3	80	64,900	63.0	4.47	281.5	5.64	300,900	1,697	6.03
EUGENE-SPRINGFIELD	4	109	57,400	58.5	4.80	280.8	5.39	352,500	1,900	6.77
CHARLESTON, N CHRLSTON	3	89	62,700	60.8	4.71	286.2	7.11	407,500	2,897	10.12
MONTGOMERY	4	132	64,300	67.0	4.40	295.0	3.41	469,500	1,601	5.43
MELBOURNE-TITUSVILLE-COC	6	131	65,400	60.0	4.90	293.8	4.02	320,200	1,287	4.38
MODESTO	8	260	52,800	59.3	4.98	295.6	8.52	366,500	3,122	10.56
MACON	4	120	53,800	57.7	4.68	270.3	4.56	397,200	1,811	6.70
DAYTONA BEACH	6	176	39,900	62.6	4.87	305.0	8.66	202,700	1,756	5.76
MARKETS 121-130—TOTAL			574,900	61.0	4.74	289.1	5.88	3,567,200	20,977	72.56
MARKETS 1-130—TOTAL			32,448,800	60.1	4.87	292.8	4.32	197,758,500	855,122	2920.50

TARGET AUDIENCE: ADULTS 25-54 (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
ROANOKE	3	90	54,200	62.9	4.43	279.0	4.38	484,200	2,120	7.60
BOISE	4	143	49,400	58.6	4.78	280.2	4.64	358,300	1,661	5.93
FAYETTEVILLE, NC	4	136	52,300	66.2	5.09	337.0	3.74	371,000	1,387	4.12
COLUMBUS, GA	4	113	50,100	60.1	4.85	291.7	3.72	336,200	1,251	4.29
SAGINAW	4	125	50,700	59.6	4.82	287.5	3.92	387,700	1,520	5.29
SAVANNAH	5	137	44,800	57.3	4.76	273.2	7.88	330,400	2,604	9.53
PORTLAND, ME	3	74	42,700	57.0	4.46	254.2	3.52	397,000	1,396	5.49
LUBBOCK	4	112	43,700	59.2	4.83	285.5	3.71	359,100	1,333	4.67
SPRINGFIELD, MO	3	77	46,000	66.6	4.84	322.9	2.56	448,600	1,147	3.55
ATLANTIC CITY	5	146	40,100	62.7	5.03	315.5	9.89	223,600	2,211	7.01
MARKETS 131-140—TOTAL			474,000	60.9	4.79	291.8	4.50	3,696,100	16,630	56.99
MARKETS 1-140—TOTAL			32,922,800	60.2	4.87	292.7	4.33	201,454,600	871,752	2978.31
LINCOLN	4	134	40,900	62.4	4.89	304.6	11.16	199,800	2,229	7.32
WHEELING	2	51	38,500	57.3	4.34	248.8	4.29	346,100	1,484	5.96
TOPEKA	4	147	42,700	63.3	4.95	313.8	7.29	298,600	2,177	6.94
ANCHORAGE	4	123	46,700	61.5	4.90	301.4	9.16	270,600	2,479	8.22
TERRE HAUTE	3	83	36,200	63.5	4.45	282.6	6.53	197,700	1,290	4.56
ASHEVILLE	2	65	43,000	65.1	4.37	284.0	5.34	220,600	1,178	4.15
GREEN BAY	2	52	37,400	57.9	4.40	254.5	3.49	251,200	876	3.44
CEDAR RAPIDS	4	92	45,000	67.1	4.83	324.0	5.50	427,300	2,351	7.26
RENO	5	159	39,200	63.3	5.03	318.7	6.49	239,100	1,552	4.87
STEUBENVILLE-WEIRTON	4	155	36,700	57.9	4.71	272.9	9.58	173,000	1,658	6.08
MARKETS 141-150—TOTAL			406,300	61.9	4.70	290.8	6.58	2,624,000	17,274	59.40
MARKETS 1-150—TOTAL			33,329,100	60.2	4.88	292.7	4.36	204,078,600	889,026	3037.33
AMARILLO	3	88	38,100	59.6	4.65	277.0	2.66	385,800	1,025	3.70
WACO	4	145	33,800	61.9	4.91	303.7	9.51	201,900	1,921	6.33
YAKIMA	3	76	35,600	62.4	4.81	300.0	3.85	177,100	681	2.27
LYNCHBURG, VA	4	141	34,100	60.0	4.68	281.0	7.19	188,900	1,358	4.83
MANCHESTER	4	124	35,700	63.7	4.95	315.0	8.70	227,100	1,976	6.27
TALLAHASSEE	4	133	31,800	62.2	4.87	303.3	6.74	214,000	1,442	4.75
WATERLOO-CEDAR RAPIDS	2	53	32,600	66.2	4.45	294.5	4.31	235,700	1,017	3.45
FARGO-MOORHEAD	2	38	26,300	58.0	4.39	254.7	5.65	271,200	1,533	6.02
ALTOONA	2	54	29,800	62.7	4.53	283.4	5.68	141,100	801	2.83
WICHITA FALLS	3	95	28,700	61.1	4.72	289.1	5.52	207,600	1,145	3.96
MARKETS 151-160—TOTAL			326,500	61.8	4.71	290.6	5.73	2,250,400	12,899	44.39
MARKETS 1-160—TOTAL			33,655,600	60.2	4.86	292.7	4.37	206,329,000	901,925	3081.40
WILMINGTON, NC	5	132	33,100	63.9	5.05	322.8	4.75	218,900	1,031	3.19
BLOOMINGTON, IL	1	18	24,900	61.3	3.83	235.0	4.54	108,000	490	2.09
LAFAYETTE, LA	3	82	28,600	58.3	4.41	257.3	4.47	202,800	906	3.52
PUEBLO	3	83	26,700	57.5	4.61	265.5	4.71	144,000	678	2.55
MEDFORD-ASHLAND	4	143	27,800	62.7	4.82	301.6	5.09	193,700	985	3.27
RICHLAND-KENWCK-PASCO	4	117	29,800	61.7	4.66	287.8	5.41	152,500	825	2.87
BILLINGS	3	87	24,200	61.2	4.74	289.4	5.79	173,200	1,003	3.47
SIOUX FALLS, SD	3	78	21,400	57.3	4.43	254.2	5.00	192,900	964	3.79
GREAT FALLS	2	53	21,100	64.6	4.51	291.7	2.97	175,700	522	1.79
CASPER, WY	2	40	14,700	60.6	4.39	265.8	7.60	84,000	638	2.40
MARKETS 161-170—TOTAL			252,300	60.9	4.57	278.5	4.89	1,642,500	8,042	28.88
MARKETS 1-170—TOTAL			33,907,900	60.2	4.88	292.6	4.38	207,972,500	909,967	3109.94
NASSAU-SUFFOLK	17	437	441,200	40.4	4.53	183.0	6.75	1,998,400	13,489	73.71
ANAHEIM-ST ANA-GAR GR	7	219	135,400	17.9	4.02	72.0	12.55	544,800	6,839	94.99
SAN JOSE	16	625	312,500	59.2	5.07	300.2	7.82	2,379,400	18,613	62.00
NEW BEDFORD-FALL RIVER	8	282	73,200	41.8	4.54	189.8	8.66	332,100	2,877	15.16
MARKETS 171-174—TOTAL			962,300	37.7	4.63	174.8	7.96	5,254,700	41,818	239.23
MARKETS 1-174—TOTAL			34,870,200	59.2	4.85	287.5	4.46	213,227,200	951,785	3310.56

TARGET AUDIENCE: MEN 18+

Population: 51,683,300
Drivetime & Weekend: Mon.-Fri.—6-10 am & 3-7 pm & weekend
Goal: 300 GRP's, 4 wks, 60 reach/5 freq
Spot distribution: 6-10 am—40%; 3-7 pm—40%; Sat.—10%; Sun.—10%
Rate adjustment: -15%

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
NEW YORK	7	248	3,464,500	61.7	5.02	309.7	2.84	18,739,300	53,285	172.05
LOS ANGELES	7	263	1,877,500	61.7	5.03	310.4	3.40	11,737,900	39,853	128.39
CHICAGO	4	153	1,465,900	57.5	4.75	272.9	3.47	10,435,000	36,239	132.79
SAN FRANCISCO	7	309	1,024,300	57.1	4.82	275.0	3.97	5,824,100	23,132	84.12
PHILADELPHIA	6	257	994,600	61.1	4.86	297.0	3.93	5,800,500	22,791	76.74
DETROIT	5	217	905,000	62.3	4.85	302.1	3.91	5,409,500	21,143	69.99
BOSTON	5	189	734,400	62.7	4.98	312.3	6.33	4,708,900	29,815	95.47
WASHINGTON, D.C.	8	217	601,500	59.5	4.88	290.6	6.52	3,306,400	21,563	74.20
HOUSTON-GALVESTON	.7	230	566,700	61.8	5.13	316.8	6.38	3,215,700	20,524	64.79
DALLAS-FT. WORTH	6	177	530,600	59.3	4.87	288.9	4.31	3,964,200	17,101	59.19
GROUP SUBTOTAL			12,165,000	60.6	4.94	299.0	3.90	73,141,500	285,446	954.67
MARKETS 1-10—TOTAL			12,165,000	60.6	4.94	299.0	3.90	73,141,500	285,446	954.67
ST. LOUIS	3	103	453,700	58.7	4.30	252.4	3.60	2,207,400	7,942	31.47
PITTSBURGH	3	111	491,900	63.6	4.60	292.2	3.98	2,689,200	10,702	36.63
BALTIMORE	5	178	477,600	63.7	5.06	322.2	5.53	2,561,500	14,153	43.93
MINNEAPOLIS-ST. PAUL	3	151	413,500	60.6	4.27	258.7	2.64	2,820,400	7,435	28.74
CLEVELAND	5	199	390,400	60.0	4.92	295.2	5.29	2,624,200	13,869	46.98
SEATTLE-EVERETT-TACOMA	5	228	413,300	61.7	4.94	304.6	5.53	2,504,300	13,848	45.46
ATLANTA	4	160	367,800	60.2	4.66	280.6	7.03	2,063,200	14,513	51.72
SAN DIEGO	7	302	393,800	61.2	4.94	302.3	7.12	1,945,000	13,852	45.82
MIAMI	11	346	316,900	61.2	5.12	313.4	6.65	2,631,500	17,490	55.81
TAMPA-ST. PETERSBURG	6	201	323,400	62.8	4.86	305.0	4.18	1,837,500	7,673	25.16
MARKETS 11-20—TOTAL			4,042,300	61.4	4.75	291.6	5.09	23,884,200	121,477	416.59
MARKETS 1-20—TOTAL			16,207,300	60.8	4.89	297.2	4.19	97,025,700	406,923	1369.19
DENVER-BOULDER	5	210	307,700	59.7	4.91	293.1	6.49	2,068,200	13,429	45.82
PROVIDENCE-W CK-PAW	6	213	306,400	65.0	4.98	323.9	5.11	1,587,900	8,112	25.04
MILWAUKEE	3	92	289,300	60.9	4.68	284.9	3.80	1,728,700	6,573	23.07
CINCINNATI	3	115	256,400	57.4	4.57	262.4	5.00	1,645,100	8,231	31.37
BUFFALO	3	111	251,000	58.4	4.63	270.2	6.39	1,411,700	9,016	33.37
KANSAS CITY	4	133	249,600	58.7	4.77	279.9	4.07	2,278,000	9,269	33.12
PHOENIX	6	184	268,300	62.5	4.97	310.9	6.61	1,486,200	9,830	31.62
PORTLAND, OR	6	262	238,000	60.6	4.93	298.6	8.30	1,571,700	13,043	43.68
NORFLK-PORTMOUTH-HMTN	6	208	243,600	60.7	4.85	294.4	3.42	1,378,800	4,710	16.00
INDIANAPOLIS	4	124	220,000	58.6	4.67	273.9	4.88	1,535,600	7,494	27.36
MARKETS 21-30—TOTAL			2,628,300	60.3	4.80	289.6	5.37	16,691,900	89,707	309.76
MARKETS 1-30—TOTAL			18,835,600	60.7	4.88	296.1	4.37	113,717,600	496,630	1677.24
NEW ORLEANS	6	237	209,800	57.8	4.76	274.9	7.81	1,303,000	10,174	37.01
COLUMBUS, OH	4	150	221,700	61.2	4.84	296.2	8.35	1,363,600	11,388	38.45
ROCHESTER, NY	3	103	187,600	57.5	4.63	266.4	6.66	1,030,400	6,862	25.76
FT. LAUR-HOLLYWOOD	10	333	144,300	44.1	4.56	201.2	10.41	1,398,200	14,549	72.31
SACRAMENTO	7	307	202,600	62.7	5.02	314.7	7.94	1,358,900	10,787	34.28
SAN ANTONIO	7	220	186,900	59.3	4.88	289.5	5.87	1,453,500	8,527	29.45
LOUISVILLE	4	158	188,800	65.0	4.96	322.3	6.07	1,291,900	7,840	24.33
MEMPHIS	4	160	169,900	60.3	4.85	292.5	9.25	1,315,500	12,171	41.61
HARTFORD-NEW HAVEN	3	103	174,000	61.5	4.37	268.6	4.94	1,528,000	7,541	28.08
DAYTON	3	104	160,900	57.7	4.64	267.6	6.06	980,700	5,941	22.20
MARKETS 31-40—TOTAL			1,846,700	58.6	4.76	279.1	7.35	13,023,700	95,780	343.17
MARKETS 1-40—TOTAL			20,682,300	60.5	4.87	294.6	4.67	126,741,300	592,410	2010.90

TARGET AUDIENCE: MEN 18 + (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
BIRMINGHAM	5	179	155,200	58.8	4.71	276.8	6.94	903,700	6,274	22.67
ALBANY-SCHENCTDY-TROY	3	122	159,200	59.5	4.67	278.0	7.36	994,000	7,312	26.30
GRBORO-WIN SALEM-HI PT	6	206	159,900	60.4	4.78	288.5	6.26	903,200	5,651	19.59
NASHVILLE-DAVIDSON	5	193	156,800	59.3	4.81	285.1	7.04	1,159,100	8,159	28.62
TOLEDO	4	136	162,600	62.1	4.89	303.4	5.39	919,100	4,958	16.34
SALT LAKE CITY	5	209	158,400	61.1	4.89	298.6	6.45	1,048,700	6,763	22.65
OKLAHOMA CITY	5	170	158,600	59.9	4.81	288.2	5.90	1,105,400	6,522	22.63
HONOLULU	5	207	170,800	63.2	4.88	308.5	4.33	972,700	4,207	13.64
JACKSONVILLE	6	209	143,800	58.5	4.76	278.6	7.36	885,200	6,518	23.40
AKRON	7	257	132,600	59.0	4.90	289.2	9.47	806,600	7,642	26.42
MARKETS 41-50—TOTAL			1,555,900	60.2	4.81	289.6	6.60	9,697,700	64,006	221.02
MARKETS 1-50—TOTAL			22,238,200	60.5	4.86	294.2	4.81	136,439,000	656,416	2231.19
NORTHEAST PA	6	169	135,100	61.2	4.88	298.6	5.68	710,300	4,038	13.52
SYRACUSE	3	113	126,000	57.7	4.59	264.9	7.76	707,100	5,484	20.70
ALNTWN-BETHLEHEM-ESTON	6	190	133,000	60.2	5.01	301.2	6.25	726,700	4,545	15.09
BURLINGTON-PLATTSBURG	11	422	132,700	60.2	5.12	308.3	5.81	679,800	3,947	12.80
RICHMOND	3	109	127,500	60.5	4.68	283.4	7.09	860,400	6,097	21.51
ORLANDO	5	223	132,100	63.1	4.93	310.7	9.20	1,052,900	9,683	31.17
SPRINGFIELD-CHIC-HOLYOKE	4	140	118,800	58.8	4.58	269.5	6.28	639,600	4,015	14.90
TULSA	3	82	119,600	59.1	4.65	274.7	3.76	780,200	2,934	10.68
CHARLOTTE-GASTONIA	3	1[illegible]1	117,300	58.7	4.65	273.1	8.08	1,170,900	9,456	34.62
OMAHA-COUNCIL BLUFFS	2	70	113,400	58.2	4.40	256.3	3.72	1,365,000	5,083	19.83
MARKETS 51-60—TOTAL			1,255,500	59.8	4.76	284.5	6.36	8,692,900	55,262	194.24
MARKETS 1-60—TOTAL			23,493,700	60.5	4.86	293.7	4.90	145,131,900	711,698	2423.21
GRAND RAPIDS	5	135	115,300	62.0	4.87	302.2	5.54	961,200	5,323	17.61
GREENVILLE-SPARTANBURG	6	196	116,300	63.4	4.76	301.6	4.75	895,600	4,259	14.12
YOUNGSTOWN-WARREN	4	132	117,500	64.9	4.76	308.8	4.59	677,600	3,106	10.06
WILMINGTON, DE	4	149	104,500	58.1	4.78	277.9	5.59	524,000	2,929	10.54
PALM BEACH-BOCA RATON	7	277	108,600	61.1	4.81	294.0	7.92	603,200	4,775	16.24
RALEIGH-DURHAM	4	163	110,700	62.0	4.85	300.4	5.06	1,476,900	7,477	24.89
FLINT	6	269	101,400	60.4	4.97	300.4	11.37	580,800	6,605	21.99
AUSTIN, TX	5	149	106,200	60.4	4.82	290.9	4.43	566,900	2,511	8.63
TUCSON	5	228	99,000	60.3	4.95	298.9	8.58	532,900	4,571	15.29
FRESNO	5	208	98,900	62.3	5.01	312.1	6.18	946,800	5,855	18.76
MARKETS 61-70—TOTAL			1,078,400	61.5	4.85	298.6	6.11	7,766,100	47,413	158.78
MARKETS 1-70—TOTAL			24,572,100	60.5	4.86	293.9	4.96	152,898,000	759,111	2582.89
KNOXVILLE	4	155	106,500	68.6	4.91	336.8	4.21	816,800	3,436	10.20
LANSING-EAST LANSING	5	176	92,100	57.8	4.76	275.0	6.87	515,800	3,544	12.89
HARRISBURG	4	128	92,400	61.9	4.32	267.3	6.34	458,800	2,907	10.88
NEW HAVEN-WEST HAVEN	6	282	90,700	59.9	4.88	292.0	17.86	515,800	9,214	31.55
BRIDGEPORT	3	110	83,700	57.1	4.55	259.7	7.68	403,400	3,098	11.93
BATON ROUGE	4	127	88,900	62.3	4.87	303.4	3.61	606,600	2,188	7.21
JOHNSON CITY-KINGSPORT-B	6	240	82,700	57.8	4.86	281.0	6.41	478,500	3,068	10.92
MOBILE	6	234	87,100	64.4	4.76	306.5	6.26	655,200	4,102	13.38
EL PASO	7	274	86,300	61.2	5.01	306.9	9.73	479,600	4,665	15.20
CANTON	4	219	80,300	59.4	4.66	276.8	9.65	396,700	3,829	13.83
MARKETS 71-80—TOTAL			890,700	61.0	4.76	290.5	7.52	5,327,200	40,051	137.87
MARKETS 1-80—TOTAL			25,462,800	60.5	4.85	293.8	5.05	158,225,200	799,162	2720.09
ALBUQUERQUE	6	257	83,600	62.4	4.89	304.8	9.19	530,200	4,875	15.99
CHATTANOOGA	5	153	86,300	66.2	4.78	316.7	5.66	548,300	3,103	9.80
WICHITA, KS	5	193	87,800	65.8	4.83	317.8	4.24	714,600	3,027	9.52
MCALLEN-BROWNSVILLE	3	106	72,400	60.2	4.56	274.1	5.62	363,600	2,043	7.45
WORCESTER	3	96	81,100	62.0	4.71	291.9	5.54	540,600	2,995	10.26
COLUMBIA, SC	4	131	89,200	64.8	4.93	319.1	5.93	582.700	3.454	10.82

(Continued)

TARGET AUDIENCE: MEN 18+ (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
DAVENPORT-ROCK IS-MOL	4	181	80.500	63.9	4.92	314.8	11.79	460,300	5,428	17.24
CHARLESTON-N CHARLESTON	4	136	89,400	64.4	4.95	318.7	7.21	463,000	3,337	10.47
LITTLE ROCK-N LITTLE ROCK	4	148	74,700	60.5	4.84	292.6	6.54	719,900	4,711	16.10
BEAUMONT-PORT ARTHUR	7	290	73,300	60.0	4.95	296.9	7.23	508,200	3,875	12.38
MARKETS 81-90—TOTAL			818,300	63.1	4.84	305.2	6.75	5,431,400	36,648	120.08
MARKETS 1-90—TOTAL			26,281,100	60.6	4.85	294.1	5.11	163,656,600	835,810	2841.92
BAKERSFIELD	6	200	74,700	60.2	4.92	296.4	7.59	367,800	2,791	9.42
FT. WAYNE	2	63	70,700	58.5	4.38	256.1	5.67	660,300	3,743	14.62
PEORIA	3	138	70,000	57.4	4.64	266.2	11.17	356,200	3,978	14.94
LAS VEGAS	5	199	76,100	58.8	4.91	288.6	7.31	373,700	2,731	9.46
YORK	3	109	71,300	57.3	4.20	240.6	4.96	575,500	2,854	11.86
SHREVEPORT	4	179	72,500	63.7	4.78	304.2	4.78	649,400	3,102	10.20
LANCASTER	7	388	65,200	56.2	4.90	275.5	15.85	357,500	5,668	20.57
DES MOINES	3	91	67,000	60.3	4.68	282.0	4.98	850,400	4,232	15.01
UTICA-ROME	3	88	63,100	57.2	4.65	265.9	7.88	308,000	2,428	9.13
SARASOTA-BRADENTON	8	319	67,200	60.3	5.00	301.6	14.64	339,700	4,972	16.49
MARKETS 91-100—TOTAL			697,800	59.0	4.71	277.5	7.54	4,836,500	36,499	131.53
MARKETS 1-100—TOTAL			26,976,900	60.6	4.85	293.7	5.18	168,495,100	872,309	2970.07
MADISON	3	101	67,200	59.5	4.74	281.7	4.90	391,100	1,916	6.80
READING	4	159	65,400	60.8	4.78	290.9	9.99	312,700	3,125	10.74
SPOKANE	4	141	66,700	62.0	4.91	304.6	6.29	551,000	3,465	11.38
BINGHAMTON	3	122	68,500	66.6	4.86	324.0	6.68	450,400	3,007	9.28
STOCKTON	8	312	57,100	53.3	4.78	254.4	14.04	272,700	3,828	15.05
LEXINGTON-FAYETTE	3	121	67,500	64.1	4.72	302.7	5.60	516,400	2,893	9.56
HUNTINGTON-ASHLAND	5	142	63,900	64.4	4.97	320.3	7.76	436,200	3,386	10.57
JACKSON, MS	3	106	54,900	58.5	4.64	271.4	6.01	349.600	2,100	7.74
CORPUS CHRISTI	5	172	56.000	58.1	4.84	281.4	7.88	332.300	2.618	9.30
APPLETON-OSH KOSH	5	156	56,900	58.3	4.76	277:7	6.23	324,400	2,020	7.27
MARKETS 101-110—TOTAL			624,100	60.6	4.80	290.9	7.20	3,936,800	28,358	97.48
MARKETS 1-110—TOTAL			27,603,000	60.6	4.85	293.6	5.22	172,431,900	900,667	3067.67
EVANSVILLE	3	101	57,300	60.4	4.71	284.4	9.68	308,600	2,988	10.51
HUNTSVILLE, AL	4	156	59,000	61.1	4.80	293.7	6.88	304,500	2,095	7.13
SALINAS-SEASIDE MONTRY	5	200	66,500	60.7	4.79	290.8	4.49	369,500	1,659	5.70
LAKELAND-WINTER HAVEN	8	328	56,700	58.8	4.95	290.9	10.55	288,000	3,037	10.44
AUGUSTA, GA	3	110	63,200	.64.7	4.25	275.0	4.59	357,200	1,640	5.96
SOUTH BEND	3	87	57,800	61.4	4.71	289.0	4.01	364,400	1,463	5.06
PENSACOLA	4	132	59,900	63.5	4.88	309.7	6.80	350,000	2,380	7.68
COLORADO SPRINGS	4	86	67,500	65.0	4.79	311.8	3.45	353,900	1,220	3.91
GREENEVILLE-NW BRN-WASH	6	226	54,800	59.6	4.77	284.5	4.36	498,900	2,173	7.64
ERIE	3	127	59,300	65.7	4.82	316.7	7.91	309,000	2,443	7.71
MARKETS 111-120—TOTAL			602,000	62.1	4.74	294.6	6.02	3,504,000	21,098	71.62
MARKETS 1-120—TOTAL			28,205,000	60.6	4.85	293.6	5.24	175,935,900	921,765	3139.53
KALAMAZOO-PORTAGE	4	171	55,000	59.9	4.71	281.8	11.21	343,200	3,847	13.65
DULUTH-SUPERIOR	5	146	61,100	65.4	4.99	325.9	5.33	450,100	2,400	7.36
ROCKFORD	4	147	55,800	62.4	4.75	296.4	7.30	336,700	2,457	8.29
EUGENE-SPRINGFIELD	4	175	52,000	57.4	4.76	273.0	8.34	336,500	2,805	10.27
CHARLESTON, N CHRLSTON	4	142	53,900	63.2	4.88	308.2	9.84	427,000	4,201	13.63
MONTGOMERY	4	128	57,300	70.2	4.45	312.7	3.99	401,800	1,605	5.13
MELBOURNE-TITUSVILLE-COC	6	207	50,700	59.8	4.94	295.5	6.61	250,600	1,656	5.60
MODESTO	8	346	49,600	60.7	5.05	306.7	12.84	319,000	4,097	13.36
MACON	4	119	46,000	60.3	4.70	283.6	5.84	334,000	1,950	6.88
DAYTONA BEACH	6	163	45,400	58.9	4.63	273.1	7.72	210,300	1,624	5.95
MARKETS 121-130—TOTAL			526,800	61.8	4.79	296.0	7.81	3,409,200	26,642	90.01
MARKETS 1-130—TOTAL			28,731,800	60.6	4.65	293.7	5.29	179,345,100	948,407	3229.17

TARGET AUDIENCE: MEN 18+ (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
ROANOKE	3	112	50,900	66.5	4.39	292.2	4.78	557,400	2,666	9.12
BOISE	4	147	46,100	59.7	4.83	288.2	5.71	337,400	1,928	6.69
FAYETTEVILLE, NC	3	131	54,100	58.4	4.66	272.2	4.99	289,000	1,443	5.30
COLUMBUS, GA	3	99	44,500	59.1	4.65	274.6	3.72	324,500	1,208	4.40
SAGINAW	4	147	44,500	60.9	4.86	295.9	5.14	346,600	1,782	6.02
SAVANNAH	5	156	44,300	61.0	4.85	296.0	7.45	440,700	3,284	11.09
PORTLAND, ME	4	125	42,300	61.5	4.74	291.1	6.44	413,500	2,661	9.14
LUBBOCK	5	191	45,300	62.9	5.03	316.3	5.27	460,900	2,429	7.68
SPRINGFIELD, MO	3	85	39,900	60.2	4.71	283.8	3.45	450,400	1,554	5.48
ATLANTIC CITY	4	136	35,800	57.4	4.73	271.8	12.94	190,300	2,462	9.05
MARKETS 131-140—TOTAL			447,700	60.8	4.74	287.9	5.62	3,810,700	21,417	74.39
MARKETS 1-140—TOTAL			29,179,500	60.6	4.84	293.6	5.30	183,155,800	969,824	3303.22
LINCOLN	3	104	44,400	64.9	4.81	312.0	8.28	218,200	1,806	5.79
WHEELING	3	96	39,600	62.4	4.69	292.6	5.95	362,000	2,154	7.36
TOPEKA	3	122	35,600	59.4	4.69	278.2	7.15	281,300	2,011	7.23
ANCHORAGE	4	130	41,700	63.6	4.97	316.6	10.88	261,200	2,841	8.97
TERRE HAUTE	3	96	34,100	57.1	4.32	246.6	8.69	179,200	1,557	6.31
ASHEVILLE	2	60	37,600	64.1	4.24	271.9	6.20	186,000	1,153	4.24
GREEN BAY	3	102	40,200	69.6	4.96	344.8	4.79	358,200	1,716	4.98
CEDAR RAPIDS	2	90	32,300	57.1	4.42	252.1	5.89	397,000	2,339	9.28
RENO	4	126	34,900	59.9	4.82	288.5	7.18	207,500	1,490	5.16
STEUBENVILLE-WEIRTON	4	262	31,100	55.7	4.63	258.1	19.87	144,000	2,861	11.08
MARKETS 141-150—TOTAL			371,500	61.5	4.67	287.1	7.68	2,594,600	19,928	69.41
MARKETS 1-150—TOTAL			29,551,000	60.6	4.84	293.5	5.33	185,750,400	989,752	3372.24
AMARILLO	3	102	32,900	59.9	4.74	283.8	4.37	306,500	1,338	4.71
WACO	4	178	33,100	60.8	4.84	294.5	13.24	201,300	2,665	9.05
YAKIMA	3	129	33,900	63.4	4.74	300.6	6.55	172,000	1,126	3.75
LYNCHBURG, VA	4	131	30,800	60.8	4.77	290.5	9.15	165,900	1,518	5.23
MANCHESTER	4	157	33,000	65.8	4.96	326.5	12.18	208,700	2,541	7.78
TALLAHASSEE	3	103	31,700	60.7	4.74	287.6	6.59	196,700	1,296	4.51
WATERLOO-CEDAR RAPIDS	2	62	29,000	64.2	4.38	281.6	5.76	217,000	1,251	4.44
FARGO-MOORHEAD	3	84	31,600	65.8	4.78	314.4	7.79	347,100	2,704	8.60
ALTOONA	2	67	26,300	59.6	4.44	264.9	8.03	134,400	1,079	4.07
WICHITA FALLS	3	104	27,600	60.7	4.75	288.1	5.93	224,100	1,329	4.61
MARKETS 151-160—TOTAL			309,900	62.1	4.72	293.5	7.75	2,173,700	16,847	57.40
MARKETS 1-160—TOTAL			29,860,900	60.6	4.84	293.5	5.36	187,924,100	1006,599	3429.64
WILMINGTON, NC	4	140	27,700	62.3	4.90	305.9	6.99	173,600	1,213	3.97
BLOOMINGTON, IL	2	52	31,300	73.2	4.66	341.5	6.52	162,200	1,057	3.10
LAFAYETTE, LA	3	90	25,300	59.2	4.36	258.6	4.96	211,500	1,048	4.05
PUEBLO	3	90	24,600	57.8	4.66	269.0	5.43	136,200	740	2.75
MEDFORD-ASHLAND	4	160	25,400	60.6	4.68	283.5	7.32	169,900	1,244	4.39
RICHLAND-KENWCK-PASCO	4	161	23,600	59.4	4.64	275.6	9.33	122,500	1,143	4.15
BILLINGS	3	106	22,700	65.8	4.83	318.0	7.57	174,200	1,319	4.15
SIOUX FALLS, SD	3	87	20,400	60.6	4.49	272.3	5.54	201,300	1,115	4.09
GREAT FALLS	3	96	20,500	70.1	4.99	349.1	5.80	178,500	1,035	2.96
CASPER, WY	2	58	12,400	59.4	4.44	264.9	11.05	87,000	961	3.63
MARKETS 161-170—TOTAL			233,900	62.8	4.68	293.7	6.73	1,616,900	10,875	37.03
MARKETS 1-170—TOTAL			30,094,800	60.7	4.84	293.5	5.37	189,541,000	1017,474	3466.69
NASSAU-SUFFOLK	17	727	385,100	43.8	4.65	203.6	10.97	1,789,900	19,627	96.40
ANAHEIM-ST ANA-GAR GR	7	426	111,600	18.4	4.00	73.7	27.70	446,900	12,380	167.98
SAN JOSE	11	465	256,600	59.9	5.10	305.6	8.88	1,961,100	17,411	56.97
NEW BEDFORD-FALL RIVER	8	403	75,300	48.1	4.68	224.8	11.69	352,100	4,115	18.31
MARKETS 171-174—TOTAL			828,600	40.0	4.70	188.2	11.77	4,550,000	53,533	284.45
MARKETS 1-174—TOTAL			30,923,400	59.8	4.84	289.3	5.52	194,091,000	1071,007	3702.06

TARGET AUDIENCE: MEN 18-34

Population: 22,230,400
Drivetime & weekend: Mon.-Fri.—6-10 am & 3-7 pm & weekend
Goal: 300 GRP's, 4 wks, 60 reach/5 freq
Spot distribution: 6-10 am—40%; 3-7 pm—40%; Sat.—10%; Sun.—10%
Rate adjustment: -15%

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
NEW YORK	5	182	1,293,200	59.3	4.89	289.8	5.58	6,622,400	36,921	127.40
LOS ANGELES	9	365	818,600	61.4	5.03	308.9	6.94	5,232,200	36,336	117.63
CHICAGO	5	193	634,400	58.7	4.81	282.5	5.26	4,045,900	21,285	75.35
SAN FRANCISCO	7	337	469,300	58.3	4.85	282.5	10.11	2,510,100	25,388	89.87
PHILADELPHIA	6	241	419,900	63.9	4.94	315.4	6.32	2,423,000	15,317	48.56
DETROIT	4	171	357,100	58.5	4.68	273.6	5.54	1,983,000	10,977	40.12
BOSTON	6	219	317,700	63.2	4.99	315.5	9.41	2,274,000	21,393	67.81
WASHINGTON, D.C.	6	192	287,500	60.3	4.81	290.2	7.30	1,549,400	11,309	38.97
HOUSTON-GALVESTON	4	152	260,800	60.9	4.87	296.3	8.14	1,491,000	12,138	40.97
DALLAS-FT. WORTH	5	162	253,200	59.8	4.85	290.0	8.71	1,309,400	11,407	39.33
GROUP SUBTOTAL			5,111,700	60.1	4.89	293.9	6.88	29,440,400	202,471	688.91
MARKETS 1-10—TOTAL			5,111,700	60.1	4.89	293.9	6.88	29,440,400	202,471	688.91
ST. LOUIS	5	150	212,300	66.2	5.00	331.2	8.64	1,275,100	11,019	33.27
PITTSBURGH	4	156	183,200	66.5	5.01	332.8	8.16	1,420,300	11,595	34.84
BALTIMORE	4	175	204,000	62.5	4.87	304.2	9.64	1,033,800	9,961	32.74
MINNEAPOLIS-ST. PAUL	5	149	187,600	57.0	4.61	262.5	8.88	1,175,800	10,442	39.78
CLEVELAND	3	95	162,900	62.5	4.78	298.5	5.24	1,330,200	6,974	23.36
SEATTLE-EVERETT-TACOMA	5	248	190,600	60.5	4.87	294.4	8.69	1,243,200	10,800	36.68
ATLANTA	3	119	172,300	57.9	4.37	253.0	9.94	910,500	9,052	35.78
SAN DIEGO	4	203	207,400	62.5	4.72	294.8	10.32	978,400	10,093	34.24
MIAMI	8	530	100,200	55.1	4.85	267.4	27.94	801,700	22,403	83.78
TAMPA-ST. PETERSBURG	4	156	92,400	59.1	4.76	281.1	19.05	564,200	10,749	38.24
MARKETS 11-20—TOTAL			1,712,900	61.3	4.79	293.3	10.54	10,733,200	113,088	385.57
MARKETS 1-20—TOTAL			6,824,600	60.4	4.86	293.7	7.85	40,173,600	315,559	1074.43
DENVER-BOULDER	4	139	154,200	63.0	4.91	309.4	8.81	1,010,600	8,901	28.77
PROVIDENCE-WRWCK-PAW	4	179	116,400	62.5	4.86	303.8	13.46	583,800	7,860	25.87
MILWAUKEE	4	186	119,300	59.8	4.68	280.2	7.19	789,300	5,674	20.25
CINCINNATI	4	153	121,700	64.1	4.94	316.6	12.45	754,300	9,391	29.66
BUFFALO	3	107	100,400	61.7	4.73	292.0	12.11	592,000	7,168	24.55
KANSAS CITY	4	140	106,800	58.9	4.74	279.1	7.74	1,019,900	7,895	28.29
PHOENIX	5	131	119,400	65.9	4.96	326.7	7.66	623,800	4,780	14.63
PORTLAND, OR	5	169	104,600	63.9	4.91	313.9	10.45	641,500	6,704	21.36
NORFLK-PORTMOUTH-HMTN	3	106	121,000	57.8	4.40	254.1	3.74	615,200	2,302	9.06
INDIANAPOLIS	4	113	102,900	63.0	4.67	294.1	5.72	840,600	4,806	16.34
MARKETS 21-30—TOTAL			1,168,700	62.0	4.78	296.6	8.76	7,471,000	65,481	220.77
MARKETS 1-30—TOTAL			7,993,300	60.7	4.85	294.1	8.00	47,644,600	381,040	1295.61
NEW ORLEANS	5	201	106,800	66.3	4.81	319.0	11.12	664,500	7,392	23.17
COLUMBUS, OH	3	97	114,400	65.6	4.84	317.3	7.95	659,300	5,239	16.51
ROCHESTER, NY	3	93	84,500	60.9	4.72	287.3	11.07	430,500	4,764	16.58
FT. LAUR-HOLLYWOOD	3	98	58,400	58.5	4.65	271.7	11.16	680,400	7,596	27.96
SACRAMENTO	5	219	91,800	67.1	4.83	324.3	8.91	580,700	5,173	15.95
SAN ANTONIO	4	118	85,600	57.0	4.64	264.8	8.10	673,200	5,454	20.60
LOUISVILLE	3	121	87,200	69.3	4.91	339.8	7.87	673,400	5,301	15.60
MEMPHIS	4	126	84,200	65.0	4.95	321.6	10.04	700,000	7,028	21.85
HARTFORD-NEW HAVEN	5	250	67,600	58.5	4.63	271.0	9.84	721,600	7,103	26.21
DAYTON	3	105	79,300	63.6	4.71	299.6	7.48	550,800	4,118	13.74
MARKETS 31-40—TOTAL			859,800	63.4	4.78	302.9	9.34	6,334,400	59,168	195.34
MARKETS 1-40—TOTAL			8,853,100	60.9	4.84	295.0	8.16	53,979,000	440,208	1492.23

TARGET AUDIENCE: MEN 18-34 (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
BIRMINGHAM	2	64	81,200	58.1	3.82	221.8	8.35	316,800	2,013	9.08
ALBANY-SCHENCTDY-TROY	3	149	67,100	63.5	4.76	302.0	12.66	377,500	4,781	15.83
GRBORO-WIN SALEM-HI PT	5	173	66,200	58.7	4.79	281.2	8.71	460,100	4,007	14.25
NASHVILLE-DAVIDSON	4	110	74,500	63.7	4.90	311.8	8.02	451,800	3,623	11.62
TOLEDO	3	152	71,000	63.7	4.57	290.9	12.57	391,200	4,916	16.90
SALT LAKE CITY	3	111	75,100	60.0	4.67	280.0	9.95	389,100	3,873	13.83
OKLAHOMA CITY	4	125	82,400	68.0	4.93	335.5	6.44	673,000	4,335	12.92
HONOLULU	3	121	87,500	63.6	4.76	303.0	5.55	456,600	2,535	8.37
JACKSONVILLE	2	55	67,500	57.8	4.34	251.1	7.95	374,000	2,975	11.85
AKRON	2	112	25,500	25.7	3.96	101.9	28.81	142,100	4,094	40.18
MARKETS 41-50—TOTAL			678,000	58.8	4.61	271.4	9.21	4,032,200	37,152	136.89
MARKETS 1-50—TOTAL			9,531,100	60.8	4.83	293.2	8.23	58,011,200	477,360	1628.10
NORTHEAST PA	3	118	50,300	68.0	4.77	314.8	11.73	283,100	3,322	10.55
SYRACUSE	3	135	55,600	58.4	4.65	271.5	11.64	374,800	4,362	16.07
ALNTWN-BETHLEHEM-ESTON	3	105	48,700	59.2	4.69	277.8	11.85	234,000	2,774	9.99
BURLINGTON-PLATTSBURG	12	766	60,900	60.4	5.09	307.4	19.32	309,900	5,988	19.48
RICHMOND	2	78	60,900	65.6	4.54	297.7	8.11	447,200	3,626	12.18
ORLANDO	3	136	51,600	60.5	4.42	267.3	16.51	335,200	5,535	20.71
SPRINGFIELD-CHIC-HOLYOKE	4	170	51,800	60.7	4.63	280.9	12.46	296,800	3,698	13.16
TULSA	5	181	50,800	60.5	4.90	296.3	14.95	295,800	4,423	14.93
CHARLOTTE-GASTONIA	3	116	61,700	69.2	4.96	343.8	14.56	656,200	9,557	27.80
OMAHA-COUNCIL BLUFFS	2	93	54,600	60.4	4.44	268.0	5.64	737,100	4,158	15.51
MARKETS 51-60—TOTAL			546,900	62.0	4.71	292.5	11.95	3,970,100	47,443	162.20
MARKETS 1-60—TOTAL			10,078,000	60.8	4.82	293.2	8.47	61,981,300	524,803	1789.91
GRAND RAPIDS	4	122	57,900	70.0	4.92	344.5	6.32	560,500	3,543	10.28
GREENVILLE-SPARTANBURG	3	102	49,500	59.4	4.43	263.0	7.87	340,400	2,678	10.18
YOUNGSTOWN-WARREN	2	82	40,300	57.7	4.42	254.6	8.12	288,400	2,343	9.20
WILMINGTON, DE	2	91	33,900	42.9	4.11	176.3	13.01	151,600	1,972	11.19
PALM BEACH-BOCA RATON	4	169	25,100	42.8	4.45	190.5	25.78	129,500	3,339	17.53
RALEIGH-DURHAM	3	111	58,500	62.1	4.75	295.1	6.27	731,800	4,587	15.54
FLINT	4	171	43,500	56.8	4.66	264.7	16.83	228,700	3,848	14.54
AUSTIN, TX	4	118	60,600	61.3	4.68	286.6	5.46	292,100	1,595	5.57
TUCSON	3	163	54,000	71.0	4.96	352.6	11.35	306,600	3,481	9.87
FRESNO	4	199	44,200	65.7	4.98	327.4	10.06	586,400	5,901	18.02
MARKETS 61-70—TOTAL			487,500	59.4	4.67	277.8	9.21	3,616,000	33,287	119.82
MARKETS 1-70—TOTAL			10,545,500	60.8	4.81	292.5	8.51	65,597,300	558,090	1908.00
KNOXVILLE	2	84	42,400	63.0	4.49	282.6	7.48	289,200	2,162	7.65
LANSING-EAST LANSING	4	134	55,500	63.4	4.76	302.2	8.78	327,400	2,876	9.52
HARRISBURG	4	149	35,200	59.4	4.63	274.5	13.95	190,400	2,656	9.68
NEW HAVEN-WEST HAVEN	4	300	39,300	60.2	4.55	274.4	33.16	207,500	6,881	25.08
BRIDGEPORT	0	0	000	.0	.00	.0		000	0	9
BATON ROUGE	3	87	43,700	61.1	4.70	286.7	5.43	281,200	1,527	5.33
JOHNSON CITY-KINGSPORT-B	5	217	36,300	59.9	4.80	287.3	8.94	238,700	2,133	7.42
MOBILE	4	1[illegible]	38,500	67.2	4.55	305.6	8.88	343,400	3,049	9.98
EL PASO	4	166	46,200	61.7	4.87	300.7	14.84	228,200	3,386	11.26
CANTON	3	159	21,200	39.5	4.18	165.0	19.10	104,600	1,998	12.11
MARKETS 71-80—TOTAL			358,300	60.0	4.65	278.7	12.06	2,210,600	26,668	95.69
MARKETS 1-80—TOTAL			10,903,800	60.7	4.81	292.0	8.62	67,807,900	584,758	2002.60
ALBUQUERQUE	5	226	39,000	62.5	4.92	307.7	19.60	260,000	5,097	16.56
CHATTANOOGA	4	131	31,700	58.1	4.38	254.4	16.80	246,400	4,139	16.27
WICHITA, KS	3	101	36,600	60.9	4.40	268.1	4.23	369,100	1,562	5.83
MCALLEN-BROWNSVILLE	4	171	32,600	64.3	4.89	314.4	12.56	178,000	2,236	7.11
WORCESTER	2	66	29,100	56.8	4.31	244.9	8.60	180,400	1,552	6.34
COLUMBIA, SC	3	115	45,800	59.2	4.64	275.0	8.68	273,800	2,377	8.64

(Continued)

TARGET AUDIENCE: MEN 18-34 (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
DAVENPORT-ROCK IS-MOL	3	109	33,900	64.5	4.80	309.5	11.41	233,000	2,659	8.59
CHARLESTON-N CHARLESTON	3	101	51,800	65.1	4.79	312.3	9.81	248,300	2,437	7.80
LITTLE ROCK-N LITTLE ROCK	2	88	32,500	59.3	4.40	261.1	12.01	309,300	3,716	14.23
BEAUMONT-PORT ARTHUR	5	313	31,100	63.2	4.91	310.4	21.37	181,200	3,873	12.48
MARKETS 81-90—TOTAL			364,100	61.5	4.66	286.3	11.96	2,479,500	29,648	103.56
MARKETS 1-90—TOTAL			11,267,900	60.8	4.80	291.9	8.74	70,287,400	614,406	2104.85
BAKERSFIELD	3	105	32,400	63.6	4.73	300.8	11.64	153,400	1,786	5.94
FT. WAYNE	2	74	31,800	59.8	4.45	266.0	9.09	279,000	2,536	9.53
PEORIA	3	129	32,100	63.2	4.74	299.8	15.75	186,400	2,936	9.79
LAS VEGAS	3	109	37,000	63.5	4.77	302.9	9.34	176,600	1,650	5.45
YORK	5	194	32,400	62.9	4.83	303.9	6.22	563,300	3,505	11.53
SHREVEPORT	4	161	32,200	66.5	4.85	322.5	12.36	205,300	2,537	7.87
LANCASTER	3	245	15,800	32.6	4.16	135.4	54.33	65,800	3,575	26.40
DES MOINES	3	98	30,600	62.4	4.74	295.7	8.46	295,100	2,496	8.44
UTICA-ROME	3	119	29,600	68.8	4.88	335.8	19.67	150,900	2,968	8.84
SARASOTA-BRADENTON	2	56	12,600	50.9	4.06	207.3	24.71	51,200	1,265	6.10
MARKETS 91-100—TOTAL			286,500	59.9	4.69	280.7	11.87	2,127,000	25,254	89.97
MARKETS 1-100—TOTAL			11,554,400	60.7	4.80	291.6	8.83	72,414,400	639,660	2193.62
MADISON	3	124	42,600	66.1	4.81	317.8	6.24	336,900	2,101	6.61
READING	1	41	5,400	14.4	3.80	54.7	40.78	20,500	836	15.28
SPOKANE	2	69	26,400	57.8	4.41	255.5	10.28	155,400	1,597	6.25
BINGHAMTON	2	90	24,800	61.3	4.44	271.6	13.44	155,000	2,083	7.67
STOCKTON	4	156	26,100	60.9	4.82	293.9	16.36	125,800	2,058	7.00
LEXINGTON-FAYETTE	2	57	30,700	59.2	4.46	263.6	6.24	207,100	1,292	4.90
HUNTINGTON-ASHLAND	3	70	25,200	64.0	4.49	287.3	7.69	203,400	1,564	5.44
JACKSON, MS	2	57	24,500	57.4	4.42	254.2	6.17	227,700	1,405	5.53
CORPUS CHRISTI	3	99	29,000	66.3	4.81	319.5	8.62	168,900	1,456	4.56
APPLETON-OSHKOSH	4	89	27,900	62.6	4.70	293.7	7.15	170,000	1,216	4.14
MARKETS 101-110—TOTAL			262,600	57.9	4.60	266.3	8.81	1,770,700	15,608	58.61
MARKETS 1-110—TOTAL			11,817,000	60.7	4.80	291.0	8.83	74,185,100	655,268	2251.78
EVANSVILLE	2	59	28,600	77.1	4.75	366.3	8.14	170,800	1,391	3.80
HUNTSVILLE, AL	3	121	27,900	62.8	4.70	294.4	9.15	152,000	1,391	4.72
SALINAS-SEASIDE MONTRY	3	111	40,600	66.3	4.31	285.3	4.02	219,300	882	3.09
LAKELAND-WINTER HAVEN	2	47	8,600	24.0	3.85	92.7	12.11	33,100	401	4.33
AUGUSTA, GA	2	76	37,300	74.5	3.77	280.6	5.53	228,000	1,260	4.49
SOUTH BEND	2	58	24,100	60.6	4.41	267.5	5.70	170,400	971	3.63
PENSACOLA	2	59	29,100	60.0	4.38	262.7	7.97	151,400	1,207	4.59
COLORADO SPRINGS	3	55	42,100	68.7	4.58	314.8	4.01	207,500	833	2.65
GREENEVILLE-NW BRN-WASH	3	102	25,000	57.0	4.38	250.0	4.06	239,700	972	3.89
ERIE	2	85	26,200	73.2	4.64	339.4	11.35	136,000	1,543	4.55
MARKETS 111-120—TOTAL			289,500	63.2	4.40	278.1	6.35	1,708,200	10,851	39.02
MARKETS 1-120—TOTAL			12,106,500	60.7	4.79	290.7	8.78	75,893,300	666,119	2291.43
KALAMAZOO-PORTAGE	2	98	17,900	40.0	3.91	156.3	28.02	75,600	2,118	13.55
DULUTH-SUPERIOR	3	78	25,100	72.4	4.68	338.3	7.93	168,400	1,335	3.95
ROCKFORD	2	57	24,300	61.8	4.48	277.1	12.67	118,900	1,506	5.43
EUGENE-SPRINGFIELD	3	132	27,100	61.4	4.76	291.9	11.96	154,400	1,846	6.32
CHARLESTON, N CHRLSTON	3	117	16,600	56.8	4.59	260.4	23.72	103,800	2,462	9.45
MONTGOMERY	2	56	19,900	57.2	3.80	217.2	8.50	109,200	928	4.27
MELBOURNE-TITUSVILLE-COC	5	205	22,400	60.0	4.68	281.2	16.43	104,900	1,724	6.13
MODESTO	4	168	19,700	60.7	4.81	292.6	20.52	108,600	2,229	7.62
MACON	3	118	21,300	61.8	4.66	287.8	11.88	137,900	1,638	5.69
DAYTONA BEACH	2	58	9,200	40.0	4.13	165.2	17.32	38,000	658	3.98
MARKETS 121-130—TOTAL			205,500	57.5	4.49	258.1	14.69	1,119,700	16,444	63.71
MARKETS 1-130—TOTAL			12,312,000	60.7	4.78	290.1	8.86	77,013,000	682,563	2352.85

(Continued)

TARGET AUDIENCE: MEN 18-34 (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
ROANOKE	2	66	22,900	75.8	3.75	284.1	5.41	290,400	1,571	5.53
BOISE	3	139	22,300	66.5	4.78	318.5	10.41	163,900	1,707	5.36
FAYETTEVILLE, NC	3	147	39,000	59.3	4.59	272.6	7.74	202,500	1,567	5.75
COLUMBUS, GA	2	64	23,700	57.8	4.41	254.6	4.62	148,900	688	2.70
SAGINAW	3	125	19,700	61.4	4.73	290.3	11.28	145,700	1,643	5.68
SAVANNAH	3	102	23,500	67.1	4.83	324.0	10.17	265,400	2,700	8.33
PORTLAND, ME	4	79	17,600	61.9	4.69	290.8	15.79	113,600	1,794	6.17
LUBBOCK	3	198	23,100	58.4	4.67	273.2	12.54	211,000	2,646	9.69
SPRINGFIELD, MO	2	49	18,600	61.3	4.36	266.8	6.12	160,200	981	3.68
ATLANTIC CITY	4	272	12,500	62.9	4.83	305.1	40.31	60,400	2,435	7.98
MARKETS 131-140—TOTAL			222,900	62.6	4.55	285.2	10.06	1,762,000	17,732	62.17
MARKETS 1-140—TOTAL			12,534,900	60.7	4.78	290.0	8.89	78,775,000	700,295	2414.81
LINCOLN	2	72	26,400	71.1	4.58	325.6	8.92	125,400	1,119	3.44
WHEELING	3	121	13,800	60.1	4.68	281.4	22.96	73,700	1,692	6.01
TOPEKA	3	145	18,900	70.0	4.95	347.3	13.35	152,600	2,037	5.87
ANCHORAGE	3	93	25,900	66.7	4.88	325.8	12.27	156,600	1,922	5.90
TERRE HAUTE	2	56	15,000	58.5	4.37	256.3	13.69	65,600	898	3.50
ASHEVILLE	3	209	13,200	61.1	4.60	281.0	32.42	60,700	1,968	7.00
GREEN BAY	2	71	19,100	70.1	4.60	322.0	11.76	116,600	1,371	4.26
CEDAR RAPIDS	2	92	16,000	61.6	4.45	274.9	9.60	155,600	1,493	5.43
RENO	2	73	15,200	64.0	4.54	291.1	10.84	82,200	891	3.06
STEUBENVILLE-WEIRTON	2	141	9,800	48.3	4.29	206.9	38.02	42,000	1,597	7.72
MARKETS 141-150—TOTAL			171,100	64.0	4.62	298.0	14.54	1,031,000	14,988	50.64
MARKETS 1-150—TOTAL			12,706,000	60.8	4.78	290.1	8.98	79,806,000	715,283	2465.64
AMARILLO	2	74	14,700	59.4	4.31	256.7	8.06	97,400	785	3.06
WACO	4	212	13,200	62.0	4.68	290.1	36.00	61,800	2,225	7.67
YAKIMA	2	97	13,800	68.2	4.59	313.4	9.23	80,400	742	2.37
LYNCHBURG, VA	3	104	13,300	63.1	4.72	297.6	16.58	72,800	1,207	4.06
MANCHESTER	1	43	4,500	21.7	3.82	83.1	31.18	25,800	804	9.68
TALLAHASSEE	2	66	16,600	59.1	4.45	263.7	7.00	122,400	857	3.25
WATERLOO-CEDAR RAPIDS	1	36	12,300	59.7	3.80	227.2	9.66	79,200	765	3.37
FARGO-MOORHEAD	2	61	16,600	67.3	4.59	309.8	11.35	91,400	1,037	3.35
ALTOONA	2	67	10,600	69.0	4.40	304.6	19.63	56,500	1,109	3.64
WICHITA FALLS	2	73	12,000	57.5	4.43	254.1	10.26	81,200	833	3.28
MARKETS 151-160—TOTAL			129,600	58.6	4.43	259.7	13.48	768,900	10,364	39.91
MARKETS 1-160—TOTAL			12,835,600	60.7	4.77	289.8	9.01	80,574,900	725,647	2503.96
WILMINGTON, NC	3	145	11,800	63.3	4.67	294.7	18.35	66,700	1,224	4.15
BLOOMINGTON, IL	1	28	14,000	63.9	3.80	242.9	6.65	64,400	428	1.76
LAFAYETTE, LA	3	61	14,600	67.1	4.51	303.7	6.44	112,400	724	2.38
PUEBLO	3	85	10,900	62.5	4.62	289.7	13.28	56,700	753	2.60
MEDFORD-ASHLAND	3	120	9,900	62.9	4.47	280.4	10.94	68,800	753	2.69
RICHLAND-KENWCK-PASCO	4	132	10,400	66.0	4.80	315.8	15.12	60,400	913	2.89
BILLINGS	2	51	11,300	76.6	4.67	356.8	8.59	62,400	536	1.50
SIOUX FALLS, SD	3	88	9,600	67.3	4.58	309.9	7.86	130,600	1,026	3.31
GREAT FALLS	2	66	9,900	71.0	4.69	331.4	12.94	54,400	704	2.12
CASPER, WY	2	57	5,800	65.5	4.50	293.3	26.74	28,500	762	2.60
MARKETS 161-170—TOTAL			108,200	66.4	4.51	299.4	11.09	705,300	7,823	26.13
MARKETS 1-170—TOTAL			12,943,800	60.8	4.77	289.9	9.02	81,280,200	733,470	2530.08
NASSAU-SUFFOLK	8	275	133,700	41.1	4.37	179.7	10.13	584,500	5,919	32.94
ANAHEIM-ST ANA-GAR GR	6	422	72,800	26.1	4.18	109.0	48.60	304,100	14,779	135.59
SAN JOSE	5	196	120,800	57.7	4.84	279.5	12.31	787,400	9,689	34.67
NEW BEDFORD-FALL RIVER	1	23	3,100	5.1	3.71	19.1	20.43	11,500	235	12.30
MARKETS 171-174—TOTAL			330,400	37.8	4.49	169.8	18.15	1,687,500	30,622	180.34
MARKETS 1-174—TOTAL			13,274,200	59.9	4.76	285.1	9.21	82,967,700	764,092	2680.08

TARGET AUDIENCE: MEN 18-49

Population: 34,811,700
Drivetime & Weekend: Mon.-Fri.—6-10 am & 3-7 pm & weekend
Goal: 300 GRP's, 4 wks, 60 reach/5 freq
Spot distribution: 6-10 am—40%; 3-7 pm—40%; Sat.—10%; Sun.—10%
Rate adjustment: -15%

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
NEW YORK	6	245	2,211,600	61.9	5.03	311.6	4.65	11,833,400	55,035	176.62
LOS ANGELES	9	391	1,284,100	61.0	5.10	311.0	5.99	8,173,300	48,929	157.33
CHICAGO	6	238	1,055,400	61.6	5.05	310.9	5.41	8,038,000	43,455	139.77
SAN FRANCISCO	8	362	761,600	61.6	5.05	311.3	7.56	4,552,600	34,413	110.55
PHILADELPHIA	7	292	663,300	62.6	5.01	313.5	6.09	3,914,800	23,841	76.05
DETROIT	5	207	603,300	61.5	4.85	298.6	5.48	3,673,000	20,125	67.40
BOSTON	5	185	475,900	60.9	4.95	301.4	9.26	3,477,000	32,207	106.86
WASHINGTON, D.C.	7	216	454,000	60.7	4.96	300.9	7.47	2,564,200	19,156	63.66
HOUSTON-GALVESTON	6	207	408,300	61.1	5.01	305.9	7.02	2,290,300	16,079	52.56
DALLAS-FT. WORTH	6	187	392,600	60.9	4.93	300.2	6.34	2,977,400	18,879	62.89
GROUP SUBTOTAL			8,310,100	61.5	5.02	308.6	6.06	51,493,800	312,119	1011.40
MARKETS 1-10—TOTAL			8,310,100	61.5	5.02	308.6	6.06	51,493,800	312,119	1011.40
ST. LOUIS	5	143	317,900	61.8	4.69	289.8	6.85	1,596,800	10,934	37.73
PITTSBURGH	3	107	277,700	59.6	4.62	275.2	6.23	1,810,300	11,277	40.98
BALTIMORE	5	191	326,300	63.8	5.01	319.8	8.95	1,721,000	15,411	48.19
MINNEAPOLIS-ST. PAUL	5	121	311,800	63.5	4.63	294.2	6.12	1,962,000	12,013	40.83
CLEVELAND	5	178	269,200	63.5	5.04	320.2	6.21	2,189,200	13,594	42.45
SEATTLE-EVERETT-TACOMA	6	279	301,300	63.8	5.00	319.2	7.14	1,906,300	13,614	42.65
ATLANTA	4	162	289,700	64.0	4.80	307.2	9.01	1,687,600	15,200	49.48
SAN DIEGO	5	240	291,900	62.3	4.89	304.4	8.50	1,426,600	12,126	39.84
MIAMI	10	345	186,400	61.4	5.14	315.6	12.16	1,463,100	17,798	56.39
TAMPA-ST. PETERSBURG	6	192	160,600	64.3	5.06	325.6	10.27	984,900	10,114	31.06
MARKETS 11-20—TOTAL			2,732,800	62.8	4.87	305.6	7.89	16,747,800	132,081	432.20
MARKETS 1-20—TOTAL			11,042,900	61.8	4.98	307.9	6.51	68,241,600	444,200	1442.68
DENVER-BOULDER	5	179	232,400	61.5	4.98	306.1	8.47	1,550,800	13,132	42.90
PROVIDENCE-WRWCK-PAW	5	208	193,300	65.1	4.96	323.1	8.55	1,018,000	8,699	26.92
MILWAUKEE	4	175	189,200	59.4	4.69	278.7	6.85	1,211,300	8,293	29.76
CINCINNATI	4	146	191,400	64.1	4.89	313.7	7.86	1,336,300	10,498	33.47
BUFFALO	3	120	162,400	60.2	4.68	281.8	9.95	975,900	9,708	34.45
KANSAS CITY	4	135	175,900	60.1	4.84	291.0	5.41	1,740,900	9,415	32.35
PHOENIX	4	133	161,400	57.4	4.80	275.4	9.98	832,000	8,302	30.15
PORTLAND, OR	6	260	168,100	62.3	4.91	306.3	10.91	1,033,900	11,283	36.84
NORFLK-PORTMOUTH-HMTN	4	144	174,000	57.6	4.65	268.1	3.81	901,100	3,433	12.80
INDIANAPOLIS	4	128	158,700	61.5	4.70	289.0	6.62	1,186,000	7,856	27.18
MARKETS 21-30—TOTAL			1,796,800	60.9	4.82	293.6	7.69	11,786,200	90,619	308.65
MARKETS 1-30—TOTAL			12,839,700	61.7	4.96	305.8	6.68	80,027,800	534,819	1748.92
NEW ORLEANS	6	256	162,200	64.5	4.95	319.2	9.03	1,159,800	10,473	32.81
COLUMBUS, OH	4	156	168,600	64.0	4.96	317.4	11.00	1,039,900	11,436	36.03
ROCHESTER, NY	4	143	140,300	65.0	4.99	324.3	11.33	812,900	9,209	28.40
FT. LAUR-HOLLYWOOD	7	235	99,800	60.1	4.94	297.3	10.43	1,178,300	12,290	41.34
SACRAMENTO	6	241	140,000	63.8	4.92	314.1	7.74	872,100	6,747	21.48
SAN ANTONIO	6	183	131,800	59.3	4.81	285.2	6.96	965,700	6,726	23.58
LOUISVILLE	3	121	117,600	58.9	4.68	275.6	8.09	794,800	6,428	23.32
MEMPHIS	4	143	124,100	63.4	4.94	313.1	9.03	989,300	8,930	28.52
HARTFORD-NEW HAVEN	3	107	107,600	58.2	4.35	253.1	9.27	893,000	8,276	32.70
DAYTON	3	112	113,700	58.2	4.66	271.4	9.13	697,100	6,362	23.44
MARKETS 31-40—TOTAL			1,303,900	61.8	4.84	298.7	9.24	9,402,900	86,877	290.85
MARKETS 1-40—TOTAL			14,143,600	61.7	4.95	305.2	6.95	89,430,700	621,696	2037.01

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
TARGET AUDIENCE: MEN 18-49 (cont.)										
BIRMINGHAM	3	111	98,900	57.6	4.39	252.6	7.98	542,800	4,332	17.15
ALBANY-SCHENCTDY-TROY	3	159	100,700	60.4	4.69	283.4	13.21	601,600	7,948	28.05
GRBORO-WIN SALEM-HI PT	6	195	114,400	62.9	4.89	307.7	8.07	659,400	5,323	17.30
NASHVILLE-DAVIDSON	5	184	102,700	57.0	4.70	268.3	8.86	625,600	5,542	20.66
TOLEDO	4	135	109,000	63.1	4.87	307.5	7.74	640,100	4,955	16.11
SALT LAKE CITY	5	197	123,500	66.2	4.98	329.7	8.55	744,300	6,364	19.30
OKLAHOMA CITY	5	197	118,900	64.6	4.95	319.9	6.33	1,126,700	7,131	22.29
HONOLULU	4	164	130,100	65.3	4.98	325.3	4.67	707,600	3,308	10.17
JACKSONVILLE	4	131	99,300	57.2	4.64	265.7	7.36	590,400	4,343	16.35
AKRON	8	353	86,100	56.1	4.83	270.9	20.41	537,800	10,977	40.52
MARKETS 41-50—TOTAL			1,081,600	61.2	4.81	294.3	8.89	6,776,300	60,223	204.63
MARKETS 1-50—TOTAL			15,225,200	61.7	4.94	304.4	7.09	96,207,000	681,919	2240.21
NORTHEAST PA	3	121	72,500	57.2	4.54	260.1	8.59	389,700	3,347	12.87
SYRACUSE	3	167	86,100	59.0	4.66	275.0	10.16	608,500	6,183	22.48
ALNTWN-BETHLEHEM-ESTON	4	137	78,300	57.6	4.75	273.4	9.82	382,900	3,761	13.76
BURLINGTON-PLATTSBURG	9	507	88,600	59.1	5.04	298.1	10.23	446,800	4,571	15.33
RICHMOND	3	112	98,600	67.6	4.89	330.9	9.22	685,100	6,316	19.09
ORLANDO	4	190	79,100	58.0	4.54	263.7	14.01	564,700	7,910	30.00
SPRINGFIELD-CHIC-HOLYOKE	3	116	83,100	63.0	4.64	292.4	9.43	457,600	4,313	14.75
TULSA	3	87	78,500	58.0	4.66	270.5	6.16	468,200	2,882	10.65
CHARLOTTE-GASTONIA	3	107	92,900	65.5	4.84	316.8	9.66	943,800	9,115	28.77
OMAHA-COUNCIL BLUFFS	3	131	95,600	68.7	4.91	337.1	5.85	1,154,300	6,749	20.02
MARKETS 51-60—TOTAL			853,300	61.4	4.76	292.4	9.04	6,101,600	55,147	188.60
MARKETS 1-60—TOTAL			16,078,500	61.7	4.93	303.8	7.20	102,308,600	737,066	2426.16
GRAND RAPIDS	5	145	84,000	66.2	5.00	331.0	7.60	758,600	5,753	17.38
GREENVILLE-SPARTANBURG	5	156	83,500	65.3	4.76	311.0	5.73	606,600	3,477	11.18
YOUNGSTOWN-WARREN	4	165	74,600	64.5	4.80	309.2	7.64	562,600	4,296	13.89
WILMINGTON, DE	5	263	74,800	60.6	4.87	295.0	14.51	385,300	5,591	18.95
PALM BEACH-BOCA RATON	7	283	56,300	59.8	4.97	297.2	16.50	330,400	5,451	18.34
RALEIGH-DURHAM	4	155	86,900	65.3	4.99	325.5	6.58	1,060,000	6,971	21.42
FLINT	5	229	71,100	58.8	4.89	287.2	14.59	390,000	5,690	19.81
AUSTIN, TX	5	146	85,600	64.5	4.98	321.1	5.54	457,100	2,531	7.88
TUCSON	3	154	65,300	58.4	4.64	271.1	9.72	336,700	3,273	12.07
FRESNO	4	190	60,400	58.4	4.78	278.9	7.72	720,400	5,561	19.94
MARKETS 61-70—TOTAL			742,500	62.4	4.87	304.1	8.67	5,605,700	48,594	159.80
MARKETS 1-70—TOTAL			16,821,000	61.7	4.93	303.8	7.28	107,914,300	785,660	2586.11
KNOXVILLE	3	120	60,100	58.1	4.44	258.2	5.43	432,000	2,346	9.09
LANSING-EAST LANSING	5	178	76,200	63.6	4.89	311.3	7.94	447,000	3,547	11.39
HARRISBURG	5	172	63,400	65.9	4.88	321.9	12.81	353,700	4,531	14.08
NEW HAVEN-WEST HAVEN	6	332	60,400	60.8	4.86	295.1	30.50	361,100	11,014	37.32
BRIDGEPORT	4	147	53,700	57.2	4.57	261.5	14.97	257,500	3,856	14.75
BATON ROUGE	4	126	68,100	65.0	4.96	322.6	4.66	466,300	2,171	6.73
JOHNSON CITY-KINGSPORT-B	6	248	59,500	63.0	5.03	316.9	8.74	366,100	3,199	10.09
MOBILE	4	170	53,400	59.6	4.42	263.6	7.10	434,100	3,082	11.69
EL PASO	6	254	66,400	61.0	4.97	302.8	11.98	333,000	3,990	13.18
CANTON	6	285	52,100	59.9	4.83	289.5	18.05	272,800	4,923	17.01
MARKETS 71-80—TOTAL			613,300	61.5	4.80	295.1	11.46	3,723,600	42,659	144.56
MARKETS 1-80—TOTAL			17,434,300	61.7	4.92	303.5	7.42	111,637,900	828,319	2729.22
ALBUQUERQUE	5	230	60,000	63.1	4.95	312.1	13.45	411,100	5,531	17.72
CHATTANOOGA	6	217	60,200	69.1	4.92	340.2	13.60	432,800	5,888	17.31
WICHITA, KS	4	154	54,200	58.0	4.38	254.3	4.51	469,200	2,117	8.32
MCALLEN-BROWNSVILLE	3	99	46,600	58.9	4.67	275.1	7.92	243,000	1,925	7.00
WORCESTER	3	118	47,900	56.9	4.69	276.1	10.97	295,600	3,242	11.74
COLUMBIA, SC	3	111	61,000	57.7	4.64	267.9	8.36	362,200	3,029	11.31

(Continued)

TARGET AUDIENCE: MEN 18-49 (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
DAVENPORT-ROCK IS-MOL	4	182	53,100	64.6	4.99	322.1	16.18	337,500	5,460	16.95
CHARLESTON-N CHARLESTON	3	100	65,100	59.2	4.72	279.3	7.71	310,500	2,393	8.57
LITTLE ROCK-N LITTLE ROCK	3	123	51,500	60.4	4.70	284.4	8.66	550,900	4,769	16.77
BEAUMONT-PORT ARTHUR	6	341	50,700	62.6	5.01	313.3	12.49	345,000	4,310	13.76
MARKETS 81-90—TOTAL			550,300	61.1	4.77	291.5	10.29	3,757,800	38,664	132.64
MARKETS 1-90—TOTAL			17,984,600	61.7	4.92	303.1	7.51	115,395,700	866,983	2860.39
BAKERSFIELD	4	134	50,600	62.5	4.89	305.4	9.28	247,400	2,295	7.51
FT. WAYNE	2	66	51,700	62.7	4.47	280.4	6.11	559,500	3,420	12.20
PEORIA	4	250	50,400	62.8	4.91	308.6	22.20	295,700	6,564	21.27
LAS VEGAS	4	158	57,200	63.2	4.90	309.8	8.56	280,400	2,399	7.74
YORK	3	118	48,800	60.1	4.39	264.0	7.36	426,300	3,139	11.89
SHREVEPORT	4	189	49,900	66.0	4.83	318.7	7.49	423,400	3,171	9.95
LANCASTER	6	358	38,200	50.1	4.68	234.6	25.91	208,000	5,390	22.98
DES MOINES	4	126	50,500	66.5	5.07	337.4	9.95	565,800	5,632	16.69
UTICA-ROME	3	116	41,000	60.0	4.72	283.2	13.86	205,300	2,846	10.05
SARASOTA-BRADENTON	6	300	22,200	53.8	4.68	251.6	48.36	103,900	5,025	19.97
MARKETS 91-100—TOTAL			460,500	61.2	4.77	291.5	12.03	3,315,700	39,881	136.81
MARKETS 1-100—TOTAL			18,445,100	61.6	4.91	302.8	7.64	118,711,400	906,864	2994.93
MADISON	3	99	53,500	61.7	4.70	289.9	5.49	321,400	1,766	6.09
READING	4	150	35,300	55.2	4.70	259.1	17.86	165,800	2,961	11.43
SPOKANE	3	92	43,100	62.0	4.71	292.1	6.69	290,200	1,941	6.64
BINGHAMTON	2	91	39,000	59.4	4.46	265.1	9.44	237,700	2,243	8.46
STOCKTON	6	302	40,600	60.1	4.94	297.0	19.73	200,500	3,955	13.32
LEXINGTON-FAYETTE	3	111	51,500	68.0	4.92	334.0	7.09	368,800	2,615	7.83
HUNTINGTON-ASHLAND	4	106	39,900	62.2	4.75	295.8	8.28	285,900	2,366	8.00
JACKSON, MS	3	100	38,500	59.0	4.59	271.2	6.22	333,700	2,075	7.65
CORPUS CHRISTI	4	143	39,800	58.7	4.76	279.2	9.12	236,200	2,154	7.71
APPLETON-OSHKOSH	5	155	40,200	60.4	4.87	293.8	8.38	246,500	2,068	7.03
MARKETS 101-110—TOTAL			421,400	60.8	4.74	288.5	8.99	2,686,700	24,142	83.68
MARKETS 1-110—TOTAL			18,866,500	61.6	4.91	302.5	7.67	121,398,100	931,006	3077.71
EVANSVILLE	2	64	36,200	60.8	4.44	269.9	7.32	207,900	1,521	5.64
HUNTSVILLE, AL	3	115	42,800	60.6	4.68	283.9	6.92	220,100	1,524	5.37
SALINAS-SEASIDE MONTRY	4	181	49,600	61.5	4.52	277.9	4.99	272,200	1,357	4.88
LAKELAND-WINTER HAVEN	7	289	33,200	57.8	4.90	282.8	18.67	162,800	3,035	10.73
AUGUSTA, GA	2	68	46,300	63.9	3.75	239.2	4.36	258,400	1,127	4.71
SOUTH BEND	3	78	41,300	67.2	4.83	324.2	4.73	278,400	1,316	4.06
PENSACOLA	3	109	42,600	61.4	4.67	287.0	6.51	258,900	1,685	5.87
COLORADO SPRINGS	3	59	51,900	62.4	4.53	282.9	3.49	257,500	898	3.17
GREENEVILLE-NW BRN-WASH	5	191	40,900	63.3	4.85	307.3	3.95	385,200	1,523	4.96
ERIE	2	77	35,500	61.7	4.48	276.3	8.78	177,400	1,557	5.64
MARKETS 111-120—TOTAL			420,300	62.1	4.55	282.4	6.27	2,478,600	15,543	55.04
MARKETS 1-120—TOTAL			19,286,800	61.6	4.90	302.1	7.64	123,876,700	946,549	3133.23
KALAMAZOO-PORTAGE	5	201	39,100	60.3	4.75	286.3	16.38	237,200	3,885	13.57
DULUTH-SUPERIOR	3	78	33,000	60.8	4.44	270.5	6.49	202,800	1,317	4.87
ROCKFORD	3	125	39,100	63.8	4.65	296.7	9.25	233,500	2,159	7.28
EUGENE-SPRINGFIELD	4	178	39,900	62.6	4.89	306.4	11.72	228,600	2,679	8.74
CHARLESTON, N CHRLSTON	3	98	32,600	59.3	4.63	274.9	17.22	194,500	3,349	12.18
MONTGOMERY	2	58	34,700	63.3	3.76	238.1	5.62	171,100	961	4.04
MELBOURNE-TITUSVILLE-COC	5	173	38,200	60.9	4.85	295.2	7.78	185,400	1,442	4.88
MODESTO	6	274	30,800	60.0	4.95	297.1	16.79	216,500	3,638	12.24
MACON	4	128	33,100	60.7	4.69	285.1	8.69	255,000	2,217	7.78
DAYTONA BEACH	6	164	22,400	61.3	4.88	298.6	16.00	112,300	1,797	6.02
MARKETS 121-130—TOTAL			342,900	61.3	4.65	285.0	11.51	2,036,900	23,442	82.25
MARKETS 1-130—TOTAL			19,629,700	61.6	4.90	301.8	7.70	125,913,600	969,991	3214.02

TARGET AUDIENCE: MEN 18-49 (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
ROANOKE	2	72	31,400	63.7	3.78	241.0	4.33	396,000	1,714	7.11
BOISE	3	126	29,900	58.9	4.64	272.8	7.80	195,800	1,527	5.60
FAYETTEVILLE, NC	3	135	48,000	59.2	4.65	275.4	5.65	260,000	1,468	5.33
COLUMBUS, GA	3	100	37,300	65.6	4.85	318.1	4.27	288,100	1,231	3.87
SAGINAW	4	159	31,600	63.2	4.94	312.2	9.45	225,700	2,132	6.83
SAVANNAH	5	155	33,700	66.4	5.01	332.7	8.73	367,700	3,211	9.65
PORTLAND, ME	5	110	28,800	65.0	4.76	309.3	9.33	247,500	2,310	7.47
LUBBOCK	4	163	33,200	60.8	4.89	297.6	5.91	340,700	2,015	6.77
SPRINGFIELD, MO	3	82	28,800	64.4	4.84	311.6	4.94	304,200	1,503	4.82
ATLANTIC CITY	4	127	20,100	60.3	4.83	290.7	19.19	106,700	2,046	7.05
MARKETS 131-140—TOTAL			322,800	62.6	4.72	295.2	7.01	2,732,400	19,159	64.90
MARKETS 1-140—TOTAL			19,952,500	61.6	4.89	301.7	7.69	128,646,000	989,150	3278.59
LINCOLN	2	71	30,200	60.0	4.40	263.5	8.02	137,200	1,101	4.18
WHEELING	3	96	24,500	65.6	4.82	316.0	11.26	203,600	2,292	7.25
TOPEKA	4	188	25,900	67.0	5.05	337.7	12.87	206,400	2,657	7.87
ANCHORAGE	3	102	32,200	57.6	4.61	265.5	11.60	187,800	2,179	8.21
TERRE HAUTE	4	111	26,700	70.9	4.97	352.7	10.49	159,900	1,678	4.76
ASHEVILLE	2	63	22,300	62.7	4.49	281.2	11.35	108,500	1,232	4.38
GREEN BAY	2	71	25,800	63.5	4.48	285.0	9.34	148,800	1,390	4.88
CEDAR RAPIDS	3	137	27,100	67.8	4.87	330.6	8.67	343,300	2,978	9.00
RENO	3	121	23,600	63.5	4.75	301.1	10.63	124,000	1,318	4.38
STEUBENVILLE-WEIRTON	4	213	19,100	55.6	4.62	257.4	26.94	88,300	2,379	9.24
MARKETS 141-150—TOTAL			257,400	63.2	4.70	297.1	11.24	1,707,800	19,204	64.84
MARKETS 1-150—TOTAL			20,209,900	61.7	4.89	301.6	7.74	130,353,800	1008,354	3343.35
AMARILLO	3	95	24,900	64.6	4.78	309.4	5.09	243,700	1,241	4.01
WACO	4	178	20,200	60.1	4.76	286.0	26.81	108,000	2,895	10.12
YAKIMA	3	149	22,800	70.6	4.95	349.2	10.27	129,200	1,327	3.80
LYNCHBURG, VA	3	101	19,800	59.6	4.60	274.4	11.21	104,400	1,170	4.26
MANCHESTER	4	162	19,000	57.8	4.74	274.7	21.79	121,700	2,652	9.65
TALLAHASSEE	3	95	27,300	67.0	4.84	323.8	6.11	174,100	1,083	3.28
WATERLOO-CEDAR RAPIDS	2	72	21,800	70.5	4.53	319.7	6.96	159,400	1,110	3.47
FARGO-MOORHEAD	3	87	23,400	68.2	4.90	334.1	9.66	213,500	2,066	6.18
ALTOONA	2	57	16,600	64.9	4.50	291.8	10.64	85,500	910	3.12
WICHITA FALLS	3	95	20,100	64.3	4.78	307.7	9.20	125,000	1,150	3.74
MARKETS 151-160—TOTAL			215,900	64.8	4.75	307.6	10.64	1,464,500	15,584	50.56
MARKETS 1-160—TOTAL			20,425,800	61.7	4.89	301.7	7.77	131,818,300	1023,938	3393.89
WILMINGTON, NC	4	137	19,000	64.9	4.98	323.2	9.06	130,400	1,181	3.65
BLOOMINGTON, IL	2	54	22,900	75.9	4.72	357.6	9.21	122,100	1,124	3.14
LAFAYETTE, LA	3	76	20,000	62.0	4.46	276.2	5.91	152,000	898	3.25
PUEBLO	3	85	17,100	61.5	4.65	286.0	6.69	112,600	753	2.63
MEDFORD-ASHLAND	4	150	16,600	65.8	4.82	316.2	10.04	103,000	1,034	3.27
RICHLAND-KENWCK-PASCO	4	151	15,700	59.6	4.68	278.0	13.13	83,900	1,102	3.96
BILLINGS	2	54	15,300	65.2	4.51	294.9	7.15	79,000	565	1.92
SIOUX FALLS, SD	3	103	13,200	59.3	4.34	258.1	7.19	167,100	1,201	4.65
GREAT FALLS	2	66	12,800	61.1	4.42	270.8	9.62	71,200	685	2.53
CASPER, WY	2	57	8,400	57.3	4.40	251.7	17.90	51,500	922	3.66
MARKETS 161-170—TOTAL			161,000	63.8	4.63	295.0	8.82	1,072,800	9,465	32.08
MARKETS 1-170—TOTAL			20,586,800	61.7	4.89	301.6	7.78	132,891,100	1033,403	3426.40
NASSAU-SUFFOLK	17	789	264,600	45.2	4.62	208.7	18.62	1,221,600	22,743	108.97
ANAHEIM-ST ANA-GAR GR	7	460	98,100	21.8	4.11	89.6	31.32	403,000	12,623	140.88
SAN JOSE	9	449	188,100	58.7	5.02	294.9	10.72	1,489,000	15,967	54.14
NEW BEDFORD-FALL RIVER	8	411	38,100	38.9	4.45	173.0	23.70	169,400	4,015	23.21
MARKETS 171-174—TOTAL			588,900	40.5	4.65	188.4	16.86	3,283,000	55,348	293.78
MARKETS 1-174—TOTAL			21,175,700	60.8	4.88	296.9	8.00	136,174,100	1088,751	3667.06

TARGET AUDIENCE: MEN 25-54

Population: 28,805,200
Drivetime & Weekend: Mon.-Fri.—6-10 am & 3-7 pm & weekend
Goal: 300 GRP's, 4 wks, 60 reach/5 freq
Spot distribution: 6-10 am—40%; 3-7 pm—40%; Sat.—10%; Sun.—10%
Rate adjustment: -15%

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
NEW YORK	7	279	1,900,000	61.2	5.00	306.3	5.47	10,197,600	55,768	182.07
LOS ANGELES	7	264	1,077,700	60.4	5.04	304.3	5.71	6,612,300	37,749	124.05
CHICAGO	5	185	902,000	62.1	4.95	307.7	6.29	6,395,800	40,237	130.77
SAN FRANCISCO	8	379	631,100	61.5	5.01	307.8	9.17	3,786,100	34,729	112.83
PHILADELPHIA	7	277	549,900	61.7	4.93	304.3	7.56	3,106,100	23,474	77.14
DETROIT	5	218	526,000	62.9	4.84	304.6	6.57	3,094,800	20,327	66.73
BOSTON	4	152	380,600	59.5	4.82	286.8	10.75	2,405,000	25,858	90.16
WASHINGTON, D.C.	8	216	385,100	61.0	4.94	301.4	10.12	2,163,200	21,890	72.63
HOUSTON-GALVESTON	6	202	334,300	59.5	4.97	295.6	10.05	1,823,700	18,329	62.01
DALLAS-FT. WORTH	5	146	308,600	57.7	4.78	275.7	6.75	2,233,000	15,082	54.70
GROUP SUBTOTAL			6,995,300	61.0	4.96	302.7	7.02	41,817,600	293,443	969.42
MARKETS 1-10—TOTAL			6,995,300	61.0	4.96	302.7	7.02	41,817,600	293,443	969.42

WHERE COUNTRY MUSIC REALLY COUNTS.

YOUR RADIO STATION
WMAQ 670

THE BIGGEST COUNTRY MUSIC STATION IN THE WORLD.

Arbitron Chicago Radio Report, April/May 79
TSA Cume—12 years and older.
Audience and related data are based on estimates provided by the rating services indicated, and are subject to the qualifications issued by these services.

TARGET AUDIENCE: MEN 25-54 (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
ST. LOUIS	3	108	287,800	61.3	4.43	271.5	6.37	1,304,800	8,310	30.61
PITTSBURGH	3	116	268,300	65.0	4.67	303.5	7.59	1,482,400	11,256	37.09
BALTIMORE	5	169	263,100	62.6	4.98	312.0	9.85	1,373,700	13,532	43.37
MINNEAPOLIS-ST. PAUL	3	150	246,600	62.0	4.33	268.3	5.24	1,436,900	7,531	28.07
CLEVELAND	5	205	219,900	60.0	4.92	295.1	8.72	1,552,300	13,538	45.88
SEATTLE-EVERETT-TACOMA	5	154	227,800	60.1	4.80	288.2	5.78	1,253,800	7,248	25.15
ATLANTA	4	140	236,600	62.8	4.71	295.6	9.16	1,294,200	11,851	40.09
SAN DIEGO	7	332	202,800	62.3	4.94	307.9	14.37	1,002,400	14,407	46.79
MIAMI	9	331	153,100	58.3	4.99	291.1	12.25	1,385,400	16,969	58.29
TAMPA-ST. PETERSBURG	6	195	133,000	63.3	4.93	312.2	9.14	794,800	7,268	23.28
MARKETS 11-20—TOTAL			2,219,000	61.8	4.74	293.4	8.69	12,880,700	111,910	381.42
MARKETS 1-20—TOTAL			9,214,300	61.2	4.91	300.5	7.41	54,698,300	405,353	1348.93
DENVER-BOULDER	4	161	161,400	58.4	4.74	277.0	8.92	1,088,100	9,710	35.05
PROVIDENCE-WARWICK-PAW	6	230	161,600	65.6	5.02	329.3	10.04	842,800	8,462	25.70
MILWAUKEE	4	126	175,000	65.4	4.79	313.1	6.05	1,096,200	6,627	21.17
CINCINNATI	3	126	148,600	60.0	4.62	277.2	9.70	1,011,900	9,814	35.40
BUFFALO	3	120	150,200	64.2	4.83	309.9	10.81	896,400	9,693	31.28
KANSAS CITY	4	134	158,600	63.5	4.95	314.3	6.35	1,405,400	8,928	28.41
PHOENIX	6	209	146,100	63.4	5.03	318.6	12.92	817,800	10,564	33.16
PORTLAND, OR	7	271	136,700	62.7	4.95	310.4	13.65	893,300	12,193	39.28
NORFLK-PORTMOUTH-HMTN	5	159	122,100	57.4	4.75	272.9	7.43	649,700	4,829	17.70
INDIANAPOLIS	4	136	134,000	61.4	4.72	289.6	8.85	909,800	8,054	27.81
MARKETS 21-30—TOTAL			1,514,300	62.2	4.84	301.0	9.25	9,611,400	88,874	295.26
MARKETS 1-30—TOTAL			10,728,600	61.4	4.90	300.6	7.69	64,309,700	494,227	1644.14
NEW ORLEANS	6	240	130,700	62.7	4.86	304.7	11.11	858,900	9,543	31.32
COLUMBUS, OH	3	112	119,700	59.3	4.70	278.4	12.49	714,700	8,930	32.08
ROCHESTER, NY	3	117	109,300	60.6	4.69	284.2	12.67	625,000	7,918	27.86
FT. LAUR-HOLLYWOOD	10	516	80,600	54.4	4.82	262.1	25.82	773,500	19,974	76.21
SACRAMENTO	6	254	107,700	58.5	4.79	280.3	14.05	637,600	8,956	31.95
SAN ANTONIO	5	154	98,000	58.7	4.79	281.2	7.79	892,100	6,946	24.71
LOUISVILLE	3	130	96,900	57.4	4.58	263.0	10.90	638,000	6,953	26.44
MEMPHIS	4	156	95,600	62.0	4.82	299.0	15.98	635,800	10,161	33.98
HARTFORD-NEW HAVEN	3	122	100,500	62.9	4.34	272.8	10.63	784,100	8,337	30.56
DAYTON	3	112	100,400	62.1	4.75	295.0	11.06	583,600	6,452	21.87
MARKETS 31-40—TOTAL			1,037,400	59.9	4.72	282.6	13.18	7,143,300	94,172	333.23
MARKETS 1-40—TOTAL			11,766,000	61.2	4.88	298.9	8.23	71,453,000	588,399	1968.55
BIRMINGHAM	4	167	82,100	57.9	4.64	268.8	13.38	480,600	6,429	23.92
ALBANY-SCHENCTDY-TROY	3	120	89,300	64.2	4.75	304.8	12.83	555,000	7,123	23.37
GRBORO-WIN SALEM-HI PT	5	195	90,800	58.0	4.58	265.9	8.51	511,800	4,356	16.38
NASHVILLE-DAVIDSON	5	178	89,300	59.7	4.76	284.3	12.32	622,200	7,666	26.96
TOLEDO	4	123	86,800	62.3	4.88	304.0	9.68	467,300	4,523	14.88
SALT LAKE CITY	4	145	84,500	57.2	4.68	268.0	9.12	500,300	4,565	17.03
OKLAHOMA CITY	5	159	86,700	59.0	4.83	285.0	11.08	530,900	5,882	20.64
HONOLULU	4	177	90,600	62.7	4.75	297.8	6.95	496,100	3,448	11.58
JACKSONVILLE	6	209	81,900	62.3	4.92	306.5	13.00	486,600	6,327	20.64
AKRON	5	207	71,600	58.8	4.83	284.1	16.38	468,800	7,680	27.03
MARKETS 41-50—TOTAL			853,600	60.2	4.76	286.4	11.33	5,119,600	57,999	202.51
MARKETS 1-50—TOTAL			12,619,600	61.2	4.87	298.1	8.44	76,572,600	646,398	2168.39
NORTHEAST PA	4	126	66,600	59.7	4.74	282.6	10.14	334,500	3,392	12.00
SYRACUSE	3	103	74,700	64.4	4.73	304.5	11.58	433,000	5,012	16.46
ALNTWN-BETHLEHEM-ESTON	5	165	71,000	60.2	4.87	293.2	11.35	367,600	4,172	14.23
BURLINGTON-PLATTSBURG	10	504	70,000	59.7	5.07	303.0	14.82	355,100	5,261	17.36
RICHMOND	3	107	73,400	60.4	4.63	279.8	13.96	471,400	6,581	23.52
ORLANDO	4	157	64,200	57.2	4.64	265.4	17.23	389,000	6,702	25.25
SPRINGFIELD-CHIC-HOLYOKE	4	136	67,100	63.7	4.74	301.9	10.38	353,600	3,669	12.15

TARGET AUDIENCE: MEN 25-54 (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
TULSA	3	83	74,300	62.9	4.71	296.6	6.13	445,300	2,729	9.20
CHARLOTTE-GASTONIA	3	113	81,600	66.9	4.85	324.4	11.34	846,300	9,594	29.57
OMAHA-COUNCIL BLUFFS	2	73	65,200	58.2	4.39	255.4	7.42	643,900	4,777	18.70
MARKETS 51-60—TOTAL			708,100	61.4	4.74	291.0	11.18	4,639,700	51,889	178.31
MARKETS 1-60—TOTAL			13,327,700	61.2	4.87	297.7	8.60	81,212,300	698,287	2345.61
GRAND RAPIDS	4	146	61,200	59.6	4.68	279.1	13.61	467,800	6,367	22.81
GREENVILLE-SPARTANBURG	4	128	61,200	58.4	4.42	258.1	6.72	445,900	2,996	11.61
YOUNGSTOWN-WARREN	4	152	62,100	62.3	4.67	290.7	9.56	375,200	3,588	12.34
WILMINGTON, DE	6	287	61,600	60.9	4.97	303.0	16.49	321,200	5,296	17.48
PALM BEACH-BOCA RATON	5	163	48,000	59.2	4.76	281.9	12.14	253,000	3,072	10.90
RALEIGH-DURHAM	3	119	56,500	58.5	4.60	269.2	9.90	571,600	5,657	21.01
FLINT	6	280	58,600	59.5	4.94	294.1	19.41	329,700	6,401	21.76
AUSTIN, TX	5	142	53,100	59.1	4.84	286.1	8.76	292,700	2,563	8.96
TUCSON	4	204	49,100	57.5	4.77	274.2	16.93	246,600	4,174	15.22
FRESNO	4	152	48,400	57.8	4.76	275.5	12.09	414,100	5,007	18.17
MARKETS 61-70—TOTAL			560,800	59.3	4.74	281.2	12.14	3,717,800	45,121	160.46
MARKETS 1-70—TOTAL			13,888,500	61.1	4.86	297.0	8.75	84,930,100	743,408	2503.06
KNOXVILLE	3	86	49,700	58.9	4.39	258.5	6.11	319,600	1,952	7.55
LANSING-EAST LANSING	5	170	49,300	60.6	4.86	295.0	11.22	291,400	3,269	11.08
HARRISBURG	3	103	50,600	62.6	4.38	274.2	13.29	255,700	3,397	12.39
NEW HAVEN-WEST HAVEN	7	366	47,500	59.0	4.89	288.4	41.89	268,300	11,238	38.97
BRIDGEPORT	2	62	45,800	57.0	4.33	246.9	9.47	216,900	2,055	8.32
BATON ROUGE	3	95	45,800	57.3	4.65	266.7	6.86	261,000	1,791	6.72
JOHNSON CITY-KINGSPORT-B	6	261	47,600	59.2	4.87	288.4	16.63	254,400	4,230	14.67
MOBILE	5	156	49,200	65.9	4.81	317.3	9.01	319,800	2,882	9.08
EL PASO	7	261	45,300	58.7	4.89	287.5	16.88	241,600	4,077	14.18
CANTON	5	264	45,300	60.7	4.72	286.9	17.78	248,200	4,412	15.38
MARKETS 71-80—TOTAL			476,100	59.9	4.68	280.5	14.68	2,676,900	39,303	140.12
MARKETS 1-80—TOTAL			14,364,600	61.1	4.86	296.5	8.93	87,607,000	782,711	2639.83
ALBUQUERQUE	4	118	44,300	58.9	4.64	273.3	8.41	258,400	2,173	7.95
CHATTANOOGA	3	134	44,000	58.7	4.41	258.8	10.75	254,700	2,739	10.58
WICHITA, KS	3	110	46,400	61.6	4.44	273.6	7.57	260,600	1,974	7.21
MCALLEN-BROWNSVILLE	3	110	35,800	57.9	4.54	262.8	11.45	186,000	2,130	8.11
WORCESTER	3	121	38,900	57.1	4.66	265.9	12.76	257,300	3,284	12.35
COLUMBIA, SC	3	90	42,900	62.3	4.73	294.6	10.57	253,000	2,673	9.07

THE
SUSQUEHANNA
STATIONS
SERVING OVER
2,000,000*
LISTENERS
WEEKLY

*Subject to qualification upon request.

WSBA AM/FM Harrisburg/Lancaster/York
WARM Wilkes-Barre/Scranton
WHLO Akron/Canton
WGBB Nassau County, NY
WQBA AM/FM Miami
WKIS Orlando
WLQR Toledo
WLQA Cincinnati
WFMS Indianapolis
KPLX/KLIF Dallas/Fort Worth
WLTA Atlanta.

TARGET AUDIENCE: MEN 25-54 (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
DAVENPORT-ROCK IS-MOL	4	183	43,500	62.0	4.91	304.1	22.01	251,000	5,525	18.17
CHARLESTON-N CHARLESTON	4	138	47,000	61.9	4.93	304.6	13.70	238,800	3,268	10.73
LITTLE ROCK-N LITTLE ROCK	4	161	45,800	63.9	4.94	315.9	12.22	419,900	5,133	16.25
BEAUMONT-PORT ARTHUR	7	265	41,500	60.7	5.01	304.1	12.00	288,000	3,457	11.37
MARKETS 81-90—TOTAL			430,100	60.5	4.72	285.9	12.13	2,667,500	32,356	113.17
MARKETS 1-90—TOTAL			14,794,700	61.0	4.85	296.2	9.03	90,274,500	815,067	2751.75
BAKERSFIELD	5	173	41,200	60.2	4.90	294.6	12.87	201,800	2,597	8.82
FT. WAYNE	2	69	43,000	63.3	4.39	277.8	7.42	473,300	3,514	12.65
PEORIA	4	193	44,600	67.1	5.06	339.5	21.22	258,800	5,491	16.17
LAS VEGAS	5	182	47,000	61.6	4.99	307.2	10.31	234,400	2,416	7.86
YORK	3	118	44,500	65.6	4.29	281.7	11.18	275,900	3,085	10.95
SHREVEPORT	4	175	42,100	67.7	4.90	331.4	7.45	414,700	3,088	9.32
LANCASTER	7	415	36,100	57.5	4.89	281.7	30.74	203,500	6,256	22.21
DES MOINES	3	84	40,000	63.4	4.83	306.0	9.32	421,500	3,930	12.84
UTICA-ROME	3	96	35,000	60.4	4.71	285.0	17.04	171,800	2,927	10.27
SARASOTA-BRADENTON	7	429	22,500	61.6	5.06	312.1	62.64	113,900	7,135	22.86
MARKETS 91-100—TOTAL			396,000	62.9	4.79	301.2	14.60	2,769,600	40,439	134.26
MARKETS 1-100—TOTAL			15,190,700	61.1	4.85	296.3	9.19	93,044,100	855,506	2887.30
MADISON	3	96	34,800	59.2	4.66	275.9	8.16	225,800	1,841	6.67
READING	3	107	32,900	57.8	4.62	266.7	13.63	152,000	2,072	7.77
SPOKANE	3	109	32,100	57.7	4.68	270.3	11.19	258,000	2,887	10.68
BINGHAMTON	3	129	38,900	68.4	4.86	332.9	11.79	269,700	3,180	9.55
STOCKTON	8	285	28,800	51.9	4.76	246.8	24.83	137,000	3,402	13.78
LEXINGTON-FAYETTE	2	77	34,200	58.9	4.38	257.7	9.67	199,000	1,924	7.47
HUNTINGTON-ASHLAND	5	133	35,400	64.4	4.98	320.5	14.04	222,600	3,125	9.75
JACKSON, MS	3	115	32,200	60.9	4.64	283.0	10.36	204,000	2,114	7.47
CORPUS CHRISTI	5	204	31,000	57.1	4.85	277.0	14.72	201,400	2,965	10.70
APPLETON-OSHKOSH	5	188	30,600	59.0	4.76	281.5	12.78	201,500	2,575	9.15
MARKETS 101-110—TOTAL			330,900	59.5	4.72	281.1	12.60	2,070,800	26,085	92.80
MARKETS 1-110—TOTAL			15,521,600	61.1	4.85	296.0	9.27	95,114,900	881,591	2978.35
EVANSVILLE	3	98	32,100	62.6	4.74	297.3	15.86	183,000	2,902	9.76
HUNTSVILLE, AL	3	113	35,400	59.8	4.62	276.2	9.36	179,100	1,678	6.07
SALINAS-SEASIDE MONTRY	5	188	29,900	63.4	4.89	310.2	10.30	166,000	1,709	5.51
LAKELAND-WINTER HAVEN	6	215	28,300	57.8	4.84	280.2	15.82	137,000	2,168	7.74
AUGUSTA, GA	4	141	31,900	62.7	4.55	286.0	10.81	206,600	2,234	7.81
SOUTH BEND	3	77	31,000	64.6	4.83	312.1	6.18	211,700	1,308	4.19
PENSACOLA	4	166	32,400	66.5	5.01	333.3	15.49	206,700	3,201	9.60
COLORADO SPRINGS	4	109	30,200	60.2	4.69	282.3	10.00	166,900	1,669	5.91
GREENEVILLE-NW BRN-WASH	6	212	30,900	64.6	4.98	321.8	6.99	287,400	2,008	6.24
ERIE	3	99	33,600	68.9	4.95	340.8	11.34	176,700	2,004	5.88
MARKETS 111-120—TOTAL			315,700	63.0	4.81	303.0	10.87	1,921,100	20,879	68.91
MARKETS 1-120—TOTAL			15,837,300	61.1	4.85	296.1	9.30	97,036,000	902,470	3047.86
KALAMAZOO-PORTAGE	4	154	28,600	59.8	4.78	286.0	17.51	196,900	3,448	12.06
DULUTH-SUPERIOR	4	115	25,800	57.2	4.65	266.1	12.83	149,700	1,921	7.22
ROCKFORD	3	112	31,300	60.9	4.50	274.3	15.77	148,600	2,344	8.55
EUGENE-SPRINGFIELD	4	126	29,500	60.0	4.84	290.2	11.47	192,000	2,203	7.59
CHARLESTON, N CHRLSTON	3	112	31,000	63.1	4.75	299.4	11.00	247,500	2,723	9.09
MONTGOMERY	2	60	30,600	67.0	3.82	256.0	6.91	144,000	995	3.89
MELBOURNE-TITUSVILLE-COC	5	162	33,800	61.8	4.94	305.5	8.23	167,100	1,376	4.50
MODESTO	8	393	25,800	59.4	5.00	297.0	21.92	210,100	4,605	15.51
MACON	4	130	28,400	63.1	4.79	302.4	10.31	216,300	2,230	7.37
DAYTONA BEACH	6	207	18,200	61.0	4.79	292.3	23.12	91,400	2,113	7.23
MARKETS 121-130—TOTAL			283,000	61.4	4.68	287.0	13.58	1,763,600	23,958	83.48
MARKETS 1-130—TOTAL			16,120,300	61.1	4.84	295.9	9.38	98,799,600	926,428	3130.88

(Continued)

TARGET AUDIENCE: MEN 25-54 (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
ROANOKE	3	103	29,600	69.7	4.49	313.4	9.25	265,100	2,451	7.82
BOISE	4	156	26,400	63.7	4.94	314.5	9.55	207,300	1,980	6.30
FAYETTEVILLE, NC	3	114	24,100	62.1	4.73	293.8	8.16	184,100	1,339	4.56
COLUMBUS, GA	4	118	25,000	64.9	4.97	322.9	7.19	164,300	1,182	3.66
SAGINAW	4	133	26,500	63.0	4.88	307.6	8.50	194,100	1,649	5.36
SAVANNAH	6	213	24,800	63.9	5.04	321.9	16.37	230,000	3,766	11.70
PORTLAND, ME	3	88	22,800	62.7	4.45	278.8	8.86	194,800	1,726	6.19
LUBBOCK	4	134	21,900	59.9	4.84	289.3	8.11	210,000	1,704	5.89
SPRINGFIELD, MO	3	75	23,300	69.0	4.95	341.1	6.23	193,500	1,205	3.53
ATLANTIC CITY	4	154	18,500	61.7	4.88	301.0	22.74	113,200	2,574	8.55
MARKETS 131-140—TOTAL			242,900	64.1	4.81	308.5	10.11	1,936,400	19,576	63.46
MARKETS 1-140—TOTAL			16,363,200	61.1	4.84	296.1	9.39	100,736,000	946,004	3194.88
LINCOLN	4	183	21,900	65.5	4.97	325.7	28.56	108,800	3,107	9.54
WHEELING	2	59	19,900	61.1	4.36	266.8	10.50	179,700	1,886	7.07
TOPEKA	3	127	20,200	62.3	4.75	295.1	14.04	156,100	2,191	7.42
ANCHORAGE	4	145	25,000	62.8	4.86	305.5	20.85	145,300	3,030	9.92
TERRE HAUTE	3	103	18,900	67.6	4.45	300.4	14.87	112,400	1,671	5.56
ASHEVILLE	2	64	20,700	64.8	4.33	280.3	12.34	100,500	1,240	4.42
GREEN BAY	2	78	19,100	59.2	4.41	261.5	7.36	171,100	1,260	4.82
CEDAR RAPIDS	2	104	20,400	61.0	4.47	272.2	11.83	228,800	2,706	9.94
RENO	4	133	18,800	60.3	4.81	291.0	13.82	92,900	1,284	4.41
STEUBENVILLE-WEIRTON	4	222	17,900	58.9	4.75	279.6	29.26	85,000	2,487	8.89
MARKETS 141-150—TOTAL			202,800	62.3	4.62	288.2	15.11	1,380,600	20,862	72.39
MARKETS 1-150—TOTAL			16,566,000	61.2	4.84	296.0	9.47	102,116,600	966,866	3266.44
AMARILLO	3	89	19,700	63.5	4.74	300.3	6.28	183,800	1,154	3.64
WACO	4	161	15,400	57.4	4.79	275.4	24.28	83,200	2,020	7.33
YAKIMA	3	120	18,900	68.1	4.89	332.4	10.18	106,600	1,085	3.26
LYNCHBURG, VA	3	81	16,400	59.2	4.53	268.2	12.75	78,100	996	3.71
MANCHESTER	3	100	16,800	60.3	4.74	285.7	16.88	101,600	1,715	6.00
TALLAHASSEE	3	103	15,200	60.0	4.72	283.4	13.84	91,100	1,261	4.45
WATERLOO-CEDAR RAPIDS	2	71	17,200	70.7	4.56	322.6	10.83	131,100	1,420	4.40
FARGO-MOORHEAD	2	45	13,100	57.4	4.40	251.5	13.64	138,600	1,890	7.51
ALTOONA	2	67	14,800	65.3	4.59	299.6	14.85	72,300	1,074	3.58
WICHITA FALLS	3	102	13,400	61.1	4.66	285.4	17.85	69,200	1,235	4.33
MARKETS 151-160—TOTAL			160,900	62.3	4.67	291.1	13.12	1,055,600	13,850	47.58
MARKETS 1-160—TOTAL			16,726,900	61.2	4.84	296.0	9.51	103,172,200	980,716	3313.23
WILMINGTON, NC	4	148	15,400	61.4	4.88	299.2	13.29	100,800	1,340	4.48
BLOOMINGTON, IL	1	20	11,600	58.0	3.79	220.0	11.83	46,000	544	2.47
LAFAYETTE, LA	3	87	14,000	58.3	4.39	256.3	10.22	99,000	1,012	3.95
PUEBLO	3	92	14,000	61.6	4.69	289.0	10.56	70,200	741	2.56
MEDFORD-ASHLAND	4	172	13,700	62.2	4.77	295.9	12.83	102,200	1,311	4.43
RICHLAND-KENWCK-PASCO	4	140	15,100	64.0	4.78	305.9	11.58	81,500	944	3.09
BILLINGS	3	106	13,600	70.0	4.97	348.5	13.00	102,300	1,330	3.82
SIOUX FALLS, SD	3	92	11,500	62.5	4.45	278.3	9.32	145,200	1,353	4.86
GREAT FALLS	2	49	9,500	57.3	4.38	252.1	7.12	72,900	519	2.06
CASPER, WY	2	54	7,400	61.3	4.38	270.0	19.50	45,800	893	3.31
MARKETS 161-170—TOTAL			125,800	61.7	4.58	282.8	11.53	865,900	9,987	35.31
MARKETS 1-170—TOTAL			16,852,700	61.2	4.84	295.9	9.52	104,038,100	990,703	3348.10
NASSAU-SUFFOLK	16	582	221,800	42.2	4.59	193.9	17.67	1,019,000	18,004	92.85
ANAHEIM-ST ANA-GAR GR	7	475	63,700	16.9	3.99	67.5	52.38	254,400	13,325	197.41
SAN JOSE	10	428	160,000	60.3	5.06	305.4	13.43	1,205,300	16,187	53.00
NEW BEDFORD-FALL RIVER	8	412	38,800	45.8	4.64	212.1	22.20	179,900	3,994	18.83
MARKETS 171-174—TOTAL			484,300	38.7	4.67	180.7	19.37	2,658,600	51,510	285.06
MARKETS 1-174—TOTAL			17,337,000	60.2	4.83	290.9	9.77	106,696,700	1042,213	3582.72

TARGET AUDIENCE: MEN 18+

Population: 51,683,300
Daytime, Mon.-Fri., 6 am-7 pm
Goal: 300 GRP's, 4 wks, 60 reach/5 freq
Spot distribution: equal
Rate adjustment: -15%

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
NEW YORK	8	249	3,442,100	61.3	5.04	309.0	2.63	18,535,100	48,700	157.61
LOS ANGELES	8	281	1,847,000	60.7	5.07	307.9	3.44	11,574,100	39,802	129.27
CHICAGO	5	169	1,491,400	58.5	4.84	283.2	3.13	10,526,100	32,935	116.30
SAN FRANCISCO	8	318	1,053,000	58.7	4.92	288.6	4.81	6,256,200	30,072	104.20
PHILADELPHIA	8	276	981,600	60.3	4.90	295.7	3.87	5,805,900	22,453	75.93
DETROIT	5	211	893,300	61.5	4.91	301.8	4.07	5,512,900	22,459	74.42
BOSTON	6	208	720,300	61.5	5.04	310.0	6.26	4,781,600	29,929	96.55
WASHINGTON, D.C.	9	225	603,600	59.7	4.96	296.3	5.86	3,321,900	19,453	65.65
HOUSTON-GALVESTON	8	232	567,600	61.9	5.09	314.8	5.85	3,173,900	18,558	58.95
DALLAS-FT. WORTH	7	189	528,800	59.1	4.96	293.1	4.25	3,772,700	16,023	54.67
GROUP SUBTOTAL			12,128,700	60.4	4.98	301.1	3.83	73,260,400	280,384	931.20
MARKETS 1-10—TOTAL			12,128,700	60.4	4.98	301.1	3.83	73,260,400	280,384	931.20
ST. LOUIS	5	128	462,200	59.8	4.54	271.8	3.94	2,343,200	9,226	33.94
PITTSBURGH	3	104	450,200	58.2	4.51	262.2	4.11	2.411,500	9,921	37.84
BALTIMORE	5	161	439,400	58.6	4.85	284.2	5.37	2,273,800	12,204	42.94
MINNEAPOLIS-ST. PAUL	5	156	427,100	62.6	4.51	282.5	3.11	2,969,800	9,246	32.73
CLEVELAND	6	216	402,700	61.9	5.02	310.8	5.42	2,778,400	15,058	48.44
SEATTLE-EVERETT-TACOMA	8	262	413,300	61.7	4.99	307.6	4.19	2,574,800	10,791	35.08
ATLANTA	5	197	381,200	62.4	4.87	303.8	6.86	2,321,300	15,926	52.42
SAN DIEGO	8	338	403,400	62.7	5.06	317.1	7.40	2,040,100	15,088	47.58
MIAMI	12	309	310,200	59.9	5.13	307.2	5.36	2,582,500	13,830	45.02
TAMPA-ST. PETERSBURG	6	174	305,900	59.4	4.82	286.3	3.63	1,768,700	6,420	22.42
MARKETS 11-20—TOTAL			3,995,600	60.7	4.81	292.0	4.89	24,064,100	117,708	403.11
MARKETS 1-20—TOTAL			16,124,300	60.5	4.94	298.9	4.09	97,324,500	398,092	1331.86
DENVER-BOULDER	6	232	304,600	59.1	4.93	291.6	6.62	2,074,800	13,745	47.14
PROVIDENCE-WRWCK-PAW	7	204	281,900	59.8	4.83	288.7	5.18	1,414,300	7,321	25.36
MILWAUKEE	4	161	271,800	57.2	4.63	264.6	4.52	1,651,400	7,469	28.23
CINCINNATI	4	142	260,400	58.3	4.70	273.8	6.10	1,668,100	10,180	37.18
BUFFALO	4	134	285,000	66.3	5.03	333.8	5.86	1,693,600	9,925	29.73
KANSAS CITY	5	154	255,100	60.0	4.94	296.7	3.93	2,451,100	9,640	32.49
PHOENIX	6	164	248,500	57.9	4.90	283.9	6.20	1,360,700	8,434	29.71
PORTLAND, OR	7	262	224,000	57.5	4.86	279.5	7.89	1,436,500	11,336	40.56
NORFLK-PORTMOUTH-HMTN	6	196	232,800	58.0	4.77	276.8	3.19	1,329,300	4,236	15.30
INDIANAPOLIS	5	144	238,400	63.5	4.95	314.2	5.17	1,728,900	8,934	28.43
MARKETS 21-30—TOTAL			2,602,500	59.7	4.86	289.9	5.43	16,808,700	91,220	314.66
MARKETS 1-30—TOTAL			18,726,800	60.4	4.93	297.6	4.29	114,133,200	489,312	1644.19
NEW ORLEANS	7	248	213,100	58.7	4.87	285.8	7.24	1,469,100	10,637	37.22
COLUMBUS, OH	5	156	226,700	62.6	4.99	312.5	8.20	1,380,600	11,325	36.24
ROCHESTER, NY	4	151	202,800	62.1	4.88	303.1	8.24	1,149,600	9,475	31.26
FT. LAUR-HOLLYWOOD	10	326	128,200	39.2	4.45	174.4	10.40	1,291,400	13,431	77.01
SACRAMENTO	7	292	190,300	58.9	4.87	286.6	7.86	1,436,200	11,288	39.39
SAN ANTONIO	6	186	180,600	57.3	4.84	277.3	5.03	1,712,000	8,611	31.05
LOUISVILLE	4	150	178,900	61.6	4.86	299.2	5.84	1,202,800	7,022	23.47
MEMPHIS	5	182	177,300	62.9	4.96	311.9	8.26	1,383,100	11,429	36.64
HARTFORD-NEW HAVEN	3	82	161,500	57.1	4.26	243.1	4.76	1,336,300	6,362	26.17
DAYTON	4	117	172,600	61.9	4.88	302.2	6.45	1,109,800	7,162	23.70
MARKETS 31-40—TOTAL			1,832,000	58.1	4.81	279.5	7.18	13,470,900	96,742	346.13
MARKETS 1-40—TOTAL			20,558,800	60.2	4.92	295.9	4.59	127,604,100	586,054	1980.58

(Continued)

TARGET AUDIENCE: MEN 18+ (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
BIRMINGHAM	6	206	162,100	61.4	4.93	302.8	6.40	1,045,400	6,691	22.10
ALBANY-SCHENCTDY-TROY	4	170	168,100	62.8	4.87	305.9	7.54	1,050,800	7,925	25.91
GRBORO-WIN SALEM-HI PT	7	178	157,800	59.6	4.80	286.0	6.20	970,900	6,024	21.06
NASHVILLE-DAVIDSON	7	209	164,300	62.1	5.00	310.3	6.09	1,249,700	7,610	24.52
TOLEDO	4	140	158,700	60.6	4.84	293.1	5.46	881,000	4,806	16.40
SALT LAKE CITY	5	197	154,500	59.6	4.84	288.3	6.03	1,004,400	6,052	20.99
OKLAHOMA CITY	5	204	150,600	57.6	4.79	276.0	5.77	1,329,600	7,670	27.79
HONOLULU	5	175	158,300	58.6	4.79	280.9	3.99	863,900	3,451	12.29
JACKSONVILLE	7	238	153,100	62.3	4.97	309.7	7.25	979,200	7,100	22.93
AKRON	8	296	130,600	58.1	4.86	282.6	11.88	787,900	9,359	33.12
MARKETS 41-50—TOTAL			1,558,100	60.3	4.87	293.6	6.56	10,162,800	66,688	227.14
MARKETS 1-50—TOTAL			22,116,900	60.2	4.92	295.8	4.74	137,766,900	652,742	2206.70
NORTHEAST PA	6	152	127,200	57.6	4.78	275.3	5.30	662,100	3,506	12.74
SYRACUSE	5	177	134,700	61.7	4.80	296.1	6.48	797,400	5,165	17.44
ALNTWN-BETHLEHEM-ESTON	7	191	133,500	60.4	5.07	306.4	5.83	732,900	4,271	13.94
BURLINGTON-PLATTSBURG	15	693	132,300	60.0	5.14	308.6	9.59	680,400	6,527	21.15
RICHMOND	4	127	127,900	60.7	4.77	289.7	7.64	860,300	6,572	22.69
ORLANDO	5	191	119,400	57.0	4.74	270.3	9.35	867,300	8,110	30.00
SPRINGFIELD-CHIC-HOLYOKE	6	183	120,200	59.5	4.77	284.0	5.68	660,900	3,755	13.22
TULSA	3	68	116,500	57.6	4.59	264.3	3.22	728,900	2,349	8.89
CHARLOTTE-GASTONIA	4	129	120,500	60.3	4.80	289.4	7.17	1,250,400	8,961	30.96
OMAHA-COUNCIL BLUFFS	3	116	124,700	64.0	4.71	301.3	3.76	1,513,200	5,689	18.88
MARKETS 51-60—TOTAL			1,256,900	59.9	4.82	288.7	6.27	8,753,800	54,905	190.18
MARKETS 1-60—TOTAL			23,373,800	60.2	4.91	295.4	4.83	146,520,700	707,647	2395.56
GRAND RAPIDS	5	113	109,400	58.8	4.81	282.9	4.94	862,300	4,264	15.07
GREENVILLE-SPARTANBURG	6	151	108,000	58.9	4.69	276.1	4.53	818,700	3,706	13.42
YOUNGSTOWN-WARREN	4	110	107,900	59.6	4.58	272.9	4.23	584,100	2,473	9.06
WILMINGTON, DE	7	310	106,400	59.2	4.94	292.2	8.82	540,800	4,768	16.32
PALM BEACH-BOCA RATON	8	329	106,400	59.9	4.86	290.9	10.22	592,200	6,052	20.80
RALEIGH-DURHAM	4	153	107,900	60.4	4.83	291.5	4.96	1,344,500	6,667	22.87
FLINT	9	390	100,400	59.8	5.00	299.3	12.91	539,700	6,965	23.27
AUSTIN, TX	6	185	111,000	63.1	5.01	316.1	5.12	618,900	3,169	10.03
TUCSON	6	264	102,600	62.5	5.04	315.0	8.69	527,700	4,588	14.57
FRESNO	5	170	95,800	60.3	4.95	298.7	5.86	862,600	5,053	16.92
MARKETS 61-70—TOTAL			1,055,800	60.2	4.87	293.1	6.54	7,291,500	47,705	162.76
MARKETS 1-70—TOTAL			24,429,600	60.2	4.91	295.3	4.91	153,812,200	755,352	2557.91
KNOXVILLE	4	155	100,500	64.7	4.80	310.3	4.38	764,200	3,350	10.80
LANSING-EAST LANSING	6	219	92,700	58.2	4.86	283.1	7.74	534,100	4,136	14.61
HARRISBURG	4	118	88,800	59.5	4.28	254.7	5.84	451,800	2,638	10.36
NEW HAVEN-WEST HAVEN	7	351	87,900	58.0	4.81	278.9	19.96	481,300	9,608	34.45
BRIDGEPORT	4	122	88,800	60.6	4.73	287.0	7.20	436,400	3,142	10.95
BATON ROUGE	4	109	81,600	57.2	4.76	272.5	3.20	553,400	1,770	6.50
JOHNSON CITY-KINGSPORT-B	8	304	86,700	60.6	5.02	304.5	6.31	518,200	3,271	10.74
MOBILE	6	200	78,400	58.0	4.63	268.6	5.63	599,400	3,377	12.57
EL PASO	7	261	81,600	57.9	4.91	284.0	10.14	458,200	4,644	16.35
CANTON	5	234	81,000	59.9	4.78	285.1	9.54	403,600	3,850	13.50
MARKETS 71-80—TOTAL			868,000	59.5	4.76	283.0	7.65	5,200,600	39,786	140.59
MARKETS 1-80—TOTAL			25,297,600	60.1	4.90	294.9	5.00	159,012,800	795,138	2696.30
ALBUQUERQUE	6	258	80,400	60.0	4.80	287.9	9.34	525,400	4,908	17.05
CHATTANOOGA	5	145	83,900	64.4	4.76	306.4	5.38	520,700	2,802	9.14
WICHITA, KS	5	180	79,900	59.9	4.71	281.9	3.85	714,700	2,755	9.77
MCALLEN-BROWNSVILLE	3	85	69,200	57.5	4.50	259.0	4.68	338,200	1,584	6.12
WORCESTER	4	136	81,800	62.5	4.83	302.4	6.28	563,300	3,539	11.70
COLUMBIA, SC	4	127	82,900	60.2	4.78	287.9	5.81	553,800	3,219	11.18

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
TARGET AUDIENCE: MEN 18+ (cont.)										
DAVENPORT-ROCK IS-MOL	4	164	76,500	60.8	4.85	294.8	11.07	429,100	4,752	16.12
CHARLESTON-N CHARLESTON	4	127	81,500	58.7	4.77	280.0	7.54	401,100	3,023	10.80
LITTLE ROCK-N LITTLE ROCK	4	149	71,300	57.7	4.75	274.5	6.43	709,200	4,559	16.61
BEAUMONT-PORT ARTHUR	8	309	74,700	61.1	5.04	308.3	7.22	516,700	3,732	12.11
MARKETS 81-90—TOTAL			782,100	60.3	4.78	288.4	6.61	5,272,200	34,873	120.92
MARKETS 1-90—TOTAL			26,079,700	60.1	4.90	294.7	5.05	164,285,000	830,011	2816.46
BAKERSFIELD	7	215	75,700	61.0	5.02	306.0	8.83	379,800	3,353	10.96
FT. WAYNE	3	105	79,100	65.4	4.74	309.8	5.82	800,700	4,661	15.05
PEORIA	3	154	69,500	57.0	4.60	262.0	11.89	359,800	4,279	16.33
LAS VEGAS	6	192	82,500	63.7	5.13	327.0	6.50	423,500	2,753	8.42
YORK	4	147	75,200	60.4	4.51	272.6	4.95	660,200	3,265	11.98
SHREVEPORT	4	176	71,700	63.0	4.74	298.9	4.75	621,300	2,952	9.88
LANCASTER	7	375	56,300	48.5	4.66	226.1	18.39	302,700	5,568	24.63
DES MOINES	3	87	65,100	58.6	4.64	271.7	4.41	897,400	3,956	14.56
UTICA-ROME	4	114	71,900	65.1	4.95	322.2	8.91	364,900	3,252	10.09
SARASOTA-BRADENTON	8	267	66,900	60.0	4.97	298.4	12.68	336,900	4,271	14.31
MARKETS 91-100—TOTAL			713,900	60.3	4.80	289.7	7.44	5,147,200	38,310	132.24
MARKETS 1-100—TOTAL			26,793,600	60.1	4.90	294.5	5.12	169,432,200	868,321	2948.46
MADISON	4	118	73,000	64.6	4.91	317.3	4.22	438,800	1,850	5.83
READING	4	150	61,100	56.8	4.66	264.7	9.77	284,500	2,780	10.50
SPOKANE	4	132	64,100	59.6	4.81	286.6	5.89	542,500	3,198	11.16
BINGHAMTON	3	100	63,500	61.8	4.68	288.8	5.95	399,700	2,380	8.24
STOCKTON	8	307	52,700	49.2	4.65	228.5	14.12	245,000	3,460	15.14
LEXINGTON-FAYETTE	3	111	63,800	60.6	4.67	283.1	5.55	450,100	2,498	8.82
HUNTINGTON-ASHLAND	5	136	60,800	61.3	4.89	299.8	6.71	437,700	2,938	9.79
JACKSON, MS	4	137	59,700	63.6	4.84	308.2	5.29	462,900	2,451	7.95
CORPUS CHRISTI	6	200	58,700	60.9	5.02	305.5	7.63	359,100	2,816	9.22
APPLETON-OSHKOSH	6	153	61,300	62.8	4.95	311.1	5.54	364,400	1,908	6.13
MARKETS 101-110—TOTAL			618,700	60.0	4.81	288.8	6.61	3,974,700	26,277	90.99
MARKETS 1-110—TOTAL			27,412,300	60.1	4.90	294.4	5.16	173,406,900	894,598	3038.72
EVANSVILLE	3	91	56,000	59.0	4.71	277.9	8.64	303,700	2,625	9.45
HUNTSVILLE, AL	5	178	59,400	61.6	4.90	301.8	6.43	324,200	2,083	6.90
SALINAS-SEASIDE MONTRY	5	132	63,600	56.1	4.64	269.7	3.25	363,800	1,184	4.39
LAKELAND-WINTER HAVEN	8	239	53,400	55.4	4.89	270.9	8.48	269,600	2,285	8.43
AUGUSTA, GA	4	109	60,200	61.6	4.53	279.4	5.98	347,600	2,077	7.43
SOUTH BEND	3	98	54,600	58.0	4.61	267.2	5.23	296,800	1,553	5.81
PENSACOLA	4	118	56,800	60.2	4.83	290.6	8.46	307,800	2,604	8.96
COLORADO SPRINGS	4	73	64,000	61.7	4.75	293.0	2.95	331,600	977	3.33
GREENEVILLE-NW BRN-WASH	7	215	55,700	60.6	4.87	295.2	3.94	477,400	1,881	6.37
ERIE	3	122	55,500	61.5	4.70	289.4	7.71	295,600	2,280	7.88
MARKETS 111-120—TOTAL			579,200	59.8	4.74	283.4	5.89	3,318,100	19,549	68.98
MARKETS 1-120—TOTAL			27,991,500	60.1	4.89	294.2	5.17	176,725,000	914,147	3107.23
KALAMAZOO-PORTAGE	7	292	54,000	58.8	4.76	279.8	13.38	329,900	4,414	15.78
DULUTH-SUPERIOR	5	143	58,700	62.8	4.89	306.7	4.67	482,400	2,253	7.35
ROCKFORD	4	105	53,000	59.2	4.63	274.0	6.87	279,100	1,918	7.00
EUGENE-SPRINGFIELD	5	179	55,100	60.8	4.90	298.1	8.85	336,200	2,976	9.98
CHARLESTON, N CHRLSTON	4	141	52,400	61.4	4.82	296.0	10.13	407,200	4,124	13.93
MONTGOMERY	4	112	51,900	63.6	4.34	276.2	3.85	364,200	1,401	5.07
MELBOURNE-TITUSVILLE-COC	8	286	51,700	61.0	5.05	308.0	7.50	261,200	1,959	6.36
MODESTO	10	454	49,400	60.5	5.10	308.3	14.38	335,100	4,820	15.63
MACON	4	116	44,600	58.5	4.66	272.3	5.49	305,900	1,680	6.17
DAYTONA BEACH	7	162	47,300	61.4	4.78	293.5	7.08	230,800	1,635	5.57
MARKETS 121-130—TOTAL			518,100	60.8	4.79	291.5	8.16	3,332,000	27,180	93.24
MARKETS 1-130—TOTAL			28,509,600	60.1	4.89	294.1	5.23	180,057,000	941,327	3200.70

(Continued)

TARGET AUDIENCE: MEN 18+ (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
ROANOKE	3	124	48,300	63.1	4.41	278.2	4.85	602,800	2,921	10.50
BOISE	4	138	44,400	57.4	4.75	272.7	5.16	325,700	1,681	6.16
FAYETTEVILLE, NC	4	142	56,800	61.3	4.86	298.2	4.01	367,300	1,474	4.94
COLUMBUS, GA	3	96	43,700	58.1	4.63	268.8	3.51	315,200	1,107	4.12
SAGINAW	5	197	45,800	62.7	4.98	312.2	6.91	357,900	2,474	7.92
SAVANNAH	6	170	45,100	62.1	5.00	310.6	6.73	472,000	3,175	10.22
PORTLAND, ME	5	98	41,300	60.0	4.67	280.5	5.61	356,800	2,002	7.14
LUBBOCK	5	204	42,900	59.6	4.91	292.5	5.29	470,300	2,489	8.51
SPRINGFIELD, MO	3	98	38,600	58.3	4.63	269.8	3.54	410,900	1,455	5.39
ATLANTIC CITY	6	209	38,200	61.3	4.99	305.9	11.97	222,500	2,664	8.71
MARKETS 131-140—TOTAL			445,100	60.4	4.78	288.9	5.50	3,901,200	21,442	74.22
MARKETS 1-140—TOTAL			28,954,700	60.2	4.89	294.1	5.23	183,958,200	962,769	3273.61
LINCOLN	3	90	42,200	61.7	4.74	292.3	7.39	204,000	1,508	5.16
WHEELING	3	89	39,000	61.4	4.65	285.5	5.75	347,500	1,999	7.00
TOPEKA	4	139	37,100	61.9	4.89	302.7	7.15	267,400	1,911	6.31
ANCHORAGE	4	137	42,400	64.7	4.96	321.2	10.29	281,800	2,899	9.03
TERRE HAUTE	4	122	38,100	63.9	4.73	301.8	8.37	216,200	1,810	6.00
ASHEVILLE	2	63	37,300	63.5	4.28	271.9	6.03	188,900	1,140	4.19
GREEN BAY	3	83	38,400	66.5	4.89	324.6	4.91	317,000	1,556	4.79
CEDAR RAPIDS	4	94	36,500	64.4	4.72	304.6	6.37	372,200	2,372	7.79
RENO	4	117	34,900	59.8	4.83	288.9	6.28	204,000	1,281	4.43
STEUBENVILLE-WEIRTON	4	202	29,500	52.8	4.56	241.2	16.00	134,600	2,154	8.93
MARKETS 141-150—TOTAL			375,400	62.1	4.73	293.8	7.35	2,533,600	18,630	63.41
MARKETS 1-150—TOTAL			29,330,100	60.2	4.89	294.1	5.26	186,491,800	981,399	3336.96
AMARILLO	3	85	32,300	58.8	4.65	273.4	3.29	308,800	1,016	3.72
WACO	4	159	31,400	57.7	4.77	275.4	12.02	191,400	2,300	8.35
YAKIMA	3	98	31,700	59.2	4.64	274.8	5.37	156,800	842	3.06
LYNCHBURG, VA	4	141	30,000	59.3	4.72	279.6	9.28	164,600	1,527	5.46
MANCHESTER	4	152	31,400	62.7	4.89	306.6	12.38	192,800	2,386	7.78
TALLAHASSEE	4	127	34,200	65.4	4.97	325.2	6.59	209,400	1,380	4.24
WATERLOO-CEDAR RAPIDS	2	59	29,000	64.3	4.36	280.5	4.90	233,700	1,145	4.08
FARGO-MOORHEAD	3	78	32,000	66.7	4.89	325.8	7.05	356,800	2,516	7.72
ALTOONA	3	92	30,600	69.3	4.91	340.6	7.79	165,400	1,289	3.78
WICHITA FALLS	3	86	26,100	57.4	4.64	265.9	4.91	214,400	1,053	3.96
MARKETS 151-160—TOTAL			308,700	61.9	4.75	294.1	7.04	2,194,100	15,454	52.55
MARKETS 1-160—TOTAL			29,638,800	60.2	4.89	294.1	5.28	188,685,900	996,853	3389.50
WILMINGTON, NC	4	117	25,400	57.2	4.75	271.8	6.86	142,500	978	3.60
BLOOMINGTON, IL	2	45	30,400	71.1	4.57	325.3	6.05	155,100	938	2.88
LAFAYETTE, LA	3	83	24,900	58.1	4.40	256.1	4.66	196,800	917	3.58
PUEBLO	3	94	24,700	58.0	4.62	268.1	5.31	146,000	775	2.89
MEDFORD-ASHLAND	4	156	24,600	58.6	4.63	271.8	7.06	165,800	1,170	4.30
RICHLAND-KENWCK-PASCO	4	139	23,300	58.7	4.54	266.5	8.04	120,200	967	3.63
BILLINGS	3	97	21,900	63.5	4.74	300.8	6.98	157,000	1,096	3.65
SIOUX FALLS, SD	4	107	23,000	68.6	4.96	339.6	4.58	353,600	1,620	4.77
GREAT FALLS	2	59	17,500	59.6	4.39	262.5	3.81	151,800	578	2.20
CASPER, WY	2	42	12,100	58.4	4.50	261.5	8.70	76,400	665	2.54
MARKETS 161-170—TOTAL			227,800	61.2	4.62	282.6	5.83	1,665,200	9,704	34.34
MARKETS 1-170—TOTAL			29,866,600	60.2	4.88	294.0	5.29	190,351,100	1006.557	3423.66
NASSAU-SUFFOLK	17	548	336,800	38.3	4.49	171.8	10.61	1,510,700	16,034	93.33
ANAHEIM-ST ANA-GAR GR	7	321	98,300	16.2	4.05	65.6	22.45	398,100	8,936	136.22
SAN JOSE	16	587	257,800	60.2	5.12	308.2	9.76	1,878,300	18,324	59.45
NEW BEDFORD-FALL RIVER	8	385	69,200	44.2	4.60	203.4	12.59	318,600	4,012	19.72
MARKETS 171-174—TOTAL			762,100	36.8	4.65	171.3	11.52	4,105,700	47,306	276.16
MARKETS 1-174—TOTAL			30,628,700	59.3	4.88	289.1	5.42	194,456,800	1053,863	3645.32

TARGET AUDIENCE: MEN 18-34

Population: 22,230,400
Daytime, Mon.-Fri., 6 am-7 pm
Goal: 300 GRP's, 4 wks, 60 reach/5 freq
Spot distribution: equal
Rate adjustment: -15%

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
NEW YORK	6	174	1,356,500	62.2	5.04	313.4	4.62	7,084,400	32,761	104.53
LOS ANGELES	10	340	806,600	60.5	5.05	305.7	6.78	5,175,300	35,114	114.86
CHICAGO	6	209	640,900	59.3	4.94	293.1	5.35	4,119,400	22,033	75.17
SAN FRANCISCO	9	359	484,500	60.2	5.02	302.1	9.59	2,642,500	25,345	83.90
PHILADELPHIA	7	280	423,800	64.5	5.03	324.4	6.24	2,627,400	16,391	50.53
DETROIT	4	163	405,900	66.5	5.04	335.2	5.70	2,544,200	14,510	43.29
BOSTON	6	154	300,600	59.8	4.91	293.5	7.04	2,252,200	15,849	54.00
WASHINGTON, D.C.	7	222	292,200	61.3	4.89	299.8	7.58	1,590,400	12,063	40.24
HOUSTON-GALVESTON	5	160	268,100	62.6	4.97	311.2	8.36	1,521,300	12,723	40.88
DALLAS-FT. WORTH	6	175	262,900	62.1	5.00	310.5	7.84	1,428,500	11,205	36.09
GROUP SUBTOTAL			5,242,000	61.7	5.01	308.8	6.39	30,985,600	197,994	641.17
MARKETS 1-10—TOTAL			5,242,000	61.7	5.01	308.8	6.39	30,985,600	197,994	641.17
ST. LOUIS	5	132	198,200	61.8	4.91	303.2	7.95	1,166,300	9,269	30.57
PITTSBURGH	4	145	170,300	61.8	4.88	301.4	8.02	1,332,800	10,689	35.46
BALTIMORE	5	195	196,500	60.2	4.90	294.8	9.39	995,800	9,350	31.72
MINNEAPOLIS-ST. PAUL	6	173	204,800	62.2	4.87	302.9	7.88	1,355,900	10,687	35.28
CLEVELAND	3	105	156,900	60.2	4.70	283.0	5.31	1,319,600	7,001	24.74
SEATTLE-EVERETT-TACOMA	6	263	188,100	59.7	4.91	292.8	8.39	1,231,800	10,334	35.29
ATLANTA	4	143	195,500	65.7	4.72	310.5	8.57	1,143,300	9,795	31.55
SAN DIEGO	5	236	217,100	65.4	4.94	323.1	10.63	1,072,400	11,400	35.28
MIAMI	9	325	111,100	61.1	5.05	308.9	15.83	950,900	15,057	48.74
TAMPA-ST. PETERSBURG	4	174	90,700	58.0	4.73	274.0	20.66	575,100	11,880	43.36
MARKETS 11-20—TOTAL			1,729,200	61.9	4.86	300.8	9.46	11,143,900	105,462	350.61
MARKETS 1-20—TOTAL			6,971,200	61.7	4.97	306.8	7.20	42,129,500	303,456	989.10
DENVER-BOULDER	4	177	144,100	58.9	4.82	283.6	10.31	841,700	8,679	30.60
PROVIDENCE-WRWCK-PAW	6	265	112,500	60.4	4.89	295.2	13.56	583,700	7,914	26.81
MILWAUKEE	5	204	126,500	63.4	4.90	310.4	8.47	844,400	7,154	23.05
CINCINNATI	7	327	104,400	55.0	4.72	259.5	17.25	604,200	10,421	40.16
BUFFALO	3	97	97,400	59.8	4.67	279.1	10.86	597,100	6,485	23.24
KANSAS CITY	5	176	112,200	60.7	4.86	295.0	8.07	1,020,500	8,237	27.92
PHOENIX	5	122	113,800	62.8	4.92	308.9	7.32	588,000	4,303	13.93
PORTLAND, OR	5	143	99,400	60.7	4.87	295.7	9.49	571,300	5,423	18.34
NORFLK-PORTMOUTH-HMTN	4	143	133,200	63.6	4.72	300.3	4.60	724,000	3,328	11.08
INDIANAPOLIS	4	100	98,700	60.4	4.62	278.8	5.40	768,800	4,155	14.90
MARKETS 21-30—TOTAL			1,142,200	60.6	4.80	290.8	9.25	7,143,700	66,099	227.30
MARKETS 1-30—TOTAL			8,113,400	61.6	4.95	304.5	7.50	49,273,200	369,555	1213.65
NEW ORLEANS	5	185	97,900	60.8	4.67	283.6	10.98	588,100	6,458	22.77
COLUMBUS, OH	3	86	102,900	59.0	4.67	275.7	7.45	586,200	4,367	15.84
ROCHESTER, NY	3	97	84,500	60.9	4.77	290.7	11.43	434,200	4,961	17.07
FT. LAUR-HOLLYWOOD	5	179	60,000	60.1	4.85	291.0	12.32	792,500	9,762	33.55
SACRAMENTO	5	211	85,500	62.5	4.76	297.8	9.46	517,300	4,893	16.43
SAN ANTONIO	5	123	90,700	60.4	4.88	294.9	7.59	718,500	5,454	18.49
LOUISVILLE	3	122	81,700	64.9	4.81	311.8	11.14	560,900	6,250	20.04
MEMPHIS	4	162	82,900	64.0	4.92	314.7	12.07	675,000	8,148	25.89
HARTFORD-NEW HAVEN	6	277	67,700	58.6	4.77	279.5	8.40	863,400	7,256	25.96
DAYTON	3	101	73,700	59.1	4.68	276.7	6.92	508,900	3,521	12.72
MARKETS 31-40—TOTAL			827,500	61.0	4.77	291.1	9.78	6,245,000	61,070	209.79
MARKETS 1-40—TOTAL			8,940,900	61.5	4.93	303.3	7.76	55,518,200	430,625	1419.80

(Continued)

TARGET AUDIENCE: MEN 18-34 (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
BIRMINGHAM	3	103	71,200	67.6	4.43	299.4	9.54	403,200	3,848	12.85
ALBANY-SCHENCTDY-TROY	3	130	64,400	60.9	4.72	287.5	11.32	347,600	3,934	13.68
GRBORO-WIN SALEM-HI PT	7	220	68,600	60.8	4.96	301.6	13.06	474,800	6,203	20.57
NASHVILLE-DAVIDSON	4	114	70,200	60.0	4.82	289.1	8.19	417,800	3,420	11.83
TOLEDO	3	158	66,500	59.6	4.50	268.3	13.54	355,000	4,807	17.92
SALT LAKE CITY	5	173	62,600	66.0	5.01	330.4	10.83	444,800	4,815	14.57
OKLAHOMA CITY	4	164	79,000	65.2	4.80	313.0	7.85	742,900	5,835	18.64
HONOLULU	4	108	83,600	60.3	4.71	286.3	4.92	433,300	2,130	7.44
JACKSONVILLE	3	105	78,100	66.9	4.80	321.1	8.92	461,100	4,114	12.81
AKRON	2	122	23,700	23.9	4.01	95.8	33.17	131,300	4,355	45.46
MARKETS 41-50—TOTAL			687,900	59.7	4.73	282.3	10.32	4,211,800	43,461	153.95
MARKETS 1-50—TOTAL			9,828,800	61.4	4.92	301.7	7.94	59,730,000	474,086	1571.38
NORTHEAST PA	3	109	47,600	62.5	4.75	296.8	11.40	273,200	3,114	10.50
SYRACUSE	4	166	61,400	64.5	4.91	316.5	12.65	433,000	5,479	17.31
ALNTWN-BETHLEHEM-ESTON	3	123	48,100	58.4	4.69	274.2	14.00	228,800	3,200	11.67
BURLINGTON-PLATTSBURG	13	731	59,600	59.1	5.02	296.7	20.00	299,100	5,981	20.16
RICHMOND	2	82	54,500	58.7	4.47	262.2	9.23	411,900	3,801	14.50
ORLANDO	4	160	52,600	61.7	4.59	283.1	16.95	347,000	5,882	20.78
SPRINGFIELD-CHIC-HOLYOKE	3	103	44,500	52.2	4.46	232.7	12.25	248,100	3,038	13.06
TULSA	7	209	51,200	61.0	5.01	305.4	15.88	301,900*	4,795	15.70
CHARLOTTE-GASTONIA	3	96	57,000	64.0	4.78	305.6	14.82	546,100	8,095	28.49
OMAHA-COUNCIL BLUFFS	2	86	53,200	58.8	4.39	258.2	5.12	754,300	3,859	14.95
MARKETS 51-60—TOTAL			529,700	60.1	4.72	283.4	12.29	3,843,200	47,244	166.70
MARKETS 1-60—TOTAL			10,158,500	61.3	4.91	300.8	8.20	63,573,200	521,330	1733.14
GRAND RAPIDS	4	109	56,200	67.9	4.90	332.6	5.64	517,500	2,919	8.78
GREENVILLE-SPARTANBURG	4	153	52,700	63.3	4.64	293.8	10.53	357,500	3,764	12.81
YOUNGSTOWN-WARREN	3	118	48,200	69.0	4.90	338.2	8.34	365,900	3,053	9.03
WILMINGTON, DE	2	79	27,700	35.1	4.05	142.0	14.09	119,200	1,680	11.83
PALM BEACH-BOCA RATON	4	194	24,900	42.5	4.43	187.9	29.28	129,800	3,800	20.22
RALEIGH-DURHAM	3	100	60,500	64.2	4.78	307.2	4.63	753,000	3,485	11.34
FLINT	4	162	40,100	52.4	4.65	243.8	17.42	200,100	3,485	14.29
AUSTIN, TX	5	153	63,100	63.8	4.92	313.8	7.07	331,500	2,345	7.47
TUCSON	3	164	49,900	65.7	4.87	319.7	13.15	256,200	3,369	10.54
FRESNO	4	180	43,300	64.4	4.94	318.6	8.67	576,800	4,998	15.69
MARKETS 61-70—TOTAL			466,600	59.3	4.76	282.6	9.12	3,607,500	32,898	116.41
MARKETS 1-70—TOTAL			10,625,100	61.2	4.90	299.9	8.25	67,180,700	554,228	1848.04
KNOXVILLE	2	89	40,600	60.3	4.46	268.8	8.04	275,900	2,219	8.26
LANSING-EAST LANSING	4	127	50,400	57.6	4.67	268.9	9.16	292,100	2,677	9.96
HARRISBURG	4	135	34,500	58.2	4.61	268.1	13.65	185,700	2,535	9.46
NEW HAVEN-WEST HAVEN	4	205	36,600	56.1	4.54	254.9	26.21	195,100	5,114	20.06
BRIDGEPORT	0	0	000	.0	.00	.0		000	0	9
BATON ROUGE	3	122	42,100	58.8	4.64	272.9	7.08	263,800	1,867	6.84
JOHNSON CITY-KINGSPORT-B	6	227	36,800	60.7	4.88	296.2	10.97	214,700	2,356	7.95
MOBILE	4	188	32,000	55.8	4.42	246.9	17.05	170,900	2,913	11.80
EL PASO	4	177	43,400	58.0	4.78	276.8	17.60	207,300	3,649	13.18
CANTON	4	173	22,300	41.6	4.31	179.0	17.91	102,000	1,827	10.21
MARKETS 71-80—TOTAL			338,700	56.7	4.61	261.3	13.19	1,907,500	25,157	96.28
MARKETS 1-80—TOTAL			10,963,800	61.1	4.89	298.6	8.39	69,088,200	579,385	1940.34
ALBUQUERQUE	4	259	36,600	58.6	4.66	273.1	21.25	262,600	5,580	20.43
CHATTANOOGA	5	152	35,300	64.6	4.78	308.8	14.27	288,000	4,111	13.31
WICHITA, KS	4	118	35,200	58.5	4.39	257.2	4.23	368,600	1,561	6.07
MCALLEN-BROWNSVILLE	4	148	30,000	59.1	4.79	283.2	11.29	163,800	1,850	6.53
WORCESTER	2	67	25,700	50.2	4.33	217.4	9.05	167,100	1,512	6.95
COLUMBIA, SC	3	116	45,100	58.4	4.62	269.6	10.52	296,400	3,118	11.57

TARGET AUDIENCE: MEN 18-34 (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
DAVENPORT-ROCK IS-MOL	3	96	34,300	65.2	4.82	314.3	10.26	225,000	2,308	7.34
CHARLESTON-N CHARLESTON	3	104	45,600	57.4	4.63	265.4	11.52	214,100	2,467	9.30
LITTLE ROCK-N LITTLE ROCK	3	127	38,100	69.5	4.91	341.2	10.89	441,700	4,808	14.09
BEAUMONT-PORT ARTHUR	6	331	30,700	62.3	4.96	309.6	24.12	161,800	3,902	12.60
MARKETS 81-90—TOTAL			356,600	60.2	4.69	282.2	12.06	2,589,100	31,217	110.62
MARKETS 1-90—TOTAL			11,320,400	61.0	4.88	298.1	8.52	71,877,300	610,602	2048.31
BAKERSFIELD	3	118	32,500	63.7	4.70	299.6	13.60	152,800	2,078	6.94
FT. WAYNE	2	77	32,300	60.8	4.50	272.9	12.17	315,700	3,843	14.08
PEORIA	3	144	32,700	64.3	4.79	308.3	17.34	184,500	3,200	10.38
LAS VEGAS	3	102	35,300	60.6	4.70	284.7	9.45	166,000	1,569	5.51
YORK	5	194	31,700	61.6	4.74	291.7	5.74	603,800	3,466	11.88
SHREVEPORT	4	172	32,300	66.8	4.88	325.6	12.21	223,600	2,730	8.38
LANCASTER	3	275	12,300	25.3	4.10	103.7	85.48	50,400	4,308	41.54
DES MOINES	4	112	31,500	64.2	4.93	316.9	8.58	313,500	2,689	8.49
UTICA-ROME	3	113	28,800	67.0	4.85	324.9	19.17	139,700	2,678	8.24
SARASOTA-BRADENTON	2	38	10,200	41.2	3.94	162.8	20.89	41,400	865	5.31
MARKETS 91-100—TOTAL			279,600	58.4	4.70	274.6	12.52	2,191,400	27,426	99.88
MARKETS 1-100—TOTAL			11,600,000	61.0	4.88	297.5	8.64	73,868,700	638,028	2144.63
MADISON	3	110	39,500	61.2	4.70	287.9	5.59	313,800	1,754	6.09
READING	1	38	5,000	13.3	3.80	50.7	39.11	19,000	743	14.65
SPOKANE	3	93	31,900	69.9	4.94	345.4	9.14	217,700	1,989	5.76
BINGHAMTON	3	167	26,000	64.2	4.73	303.5	18.15	174,200	3,161	10.42
STOCKTON	4	145	24,800	58.0	4.72	273.6	15.12	117,100	1,771	6.47
LEXINGTON-FAYETTE	3	116	35,200	67.9	4.88	330.8	9.22	285,000	2,628	7.94
HUNTINGTON-ASHLAND	3	73	24,200	61.3	4.45	273.6	8.08	214,000	1,730	6.32
JACKSON, MS	3	92	26,300	61.8	4.68	289.2	7.41	231,600	1,717	5.94
CORPUS CHRISTI	3	93	26.400	60.5	4.76	287.6	8.51	148.800	1.267	4.41
APPLETON-OSHKOSH	4	69	27,200	61.0	4.70	286.8	5.58	164,400	918	3.20
MARKETS 101-110—TOTAL			266,500	58.8	4.72	277.7	9.38	1,885,600	17,678	63.66
MARKETS 1-110—TOTAL			11,866,500	60.9	4.88	297.1	8.66	75,754,300	655,706	2207.02
EVANSVILLE	2	53	27,300	73.6	4.67	343.4	7.85	153,500	1,205	3.51
HUNTSVILLE, AL	4	142	27,500	61.7	4.78	295.5	9.92	158,500	1,572	5.32
SALINAS-SEASIDE MONTRY	2	70	35,400	57.7	3.76	217.0	3.33	161,000	536	2.47
LAKELAND-WINTER HAVEN	3	87	9,000	25.2	3.98	100.3	23.18	35,800	830	8.28
AUGUSTA, GA	2	34	29,600	59.1	3.79	224.0	5.77	190,400	1,098	4.90
SOUTH BEND	3	109	25,300	63.7	4.65	296.2	10.83	157,100	1,702	5.75
PENSACOLA	2	61	28,500	58.7	4.37	256.7	8.34	139,500	1,164	4.53
COLORADO SPRINGS	3	45	41,600	67.8	4.53	307.3	3.20	204,400	654	2.13
GREENEVILLE-NW BRN-WASH	4	131	27,700	63.3	4.77	301.6	4.60	238,300	1,096	3.63
ERIE	2	84	24,100	67.3	4.53	305.0	11.45	141,600	1,622	5.32
MARKETS 111-120—TOTAL			276,000	60.3	4.39	264.6	7.26	1,580,100	11,479	43.38
MARKETS 1-120—TOTAL			12,142,500	60.9	4.86	296.3	8.63	77,334,400	667,185	2251.72
KALAMAZOO-PORTAGE	2	135	16,600	37.0	3.95	146.2	36.10	70,700	2,552	17.46
DULUTH-SUPERIOR	3	74	24,900	71.9	4.61	331.1	7.46	165,700	1,236	3.73
ROCKFORD	3	75	25,800	65.6	4.75	312.0	11.95	132,400	1,582	5.07
EUGENE-SPRINGFIELD	4	164	27,800	63.0	4.88	307.0	10.07	207,400	2,089	6.80
CHARLESTON, N CHRLSTON	3	147	18,200	55.4	4.55	252.4	24.72	110,200	2,724	10.79
MONTGOMERY	3	82	21,500	61.8	4.22	260.6	10.92	126,900	1,386	5.32
MELBOURNE-TITUSVILLE-COC	4	152	17,400	46.6	4.33	201.9	15.90	75,300	1,197	5.93
MODESTO	5	246	20,300	62.8	4.95	309.9	25.61	123,600	3,165	10.21
MACON	3	109	19,900	57.6	4.57	263.8	12.28	109,900	1,350	5.12
DAYTONA BEACH	2	44	8,800	38.3	4.14	158.3	13.46	36,400	490	3.10
MARKETS 121-130—TOTAL			201,200	56.2	4.55	255.8	15.34	1,158,500	17,771	69.47
MARKETS 1-130—TOTAL			12,343,700	60.8	4.86	295.6	8.73	78,492,900	684,956	2317.17

(Continued)

TARGET AUDIENCE: MEN 18-34 (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
ROANOKE	2	70	22,000	72.8	3.82	278.1	5.41	308,000	1,666	5.99
BOISE	3	112	20,800	62.0	4.74	294.0	7.42	127,300	944	3.21
FAYETTEVILLE, NC	4	247	40,400	61.5	4.82	296.3	9.23	228,900	2,112	7.13
COLUMBUS, GA	3	104	29,300	71.5	5.04	360.2	5.26	228,900	1,204	3.34
SAGINAW	3	124	18,600	58.0	4.66	269.8	11.10	137,600	1,527	5.66
SAVANNAH	3	99	21,600	61.7	4.73	292.0	9.51	263,500	2,506	8.58
PORTLAND, ME	5	98	16,100	56.7	4.69	265.8	16.48	99,600	1,641	6.17
LUBBOCK	4	228	24,900	63.0	4.92	309.9	10.36	289,700	3,002	9.69
SPRINGFIELD, MO	3	93	18,600	61.2	4.65	284.2	8.45	148,200	1,253	4.41
ATLANTIC CITY	4	193	11,100	56.2	4.73	265.2	35.71	52,500	1,875	7.07
MARKETS 131-140—TOTAL			223,400	62.8	4.70	295.4	9.41	1,884,200	17,730	60.02
MARKETS 1-140—TOTAL			12,567,100	60.9	4.86	295.6	8.74	80,377,100	702,686	2377.15
LINCOLN	2	58	24,600	66.3	4.54	300.8	7.54	115,400	870	2.89
WHEELING	4	137	13,300	58.9	4.74	279.2	29.91	66,200	1,980	7.09
TOPEKA	3	145	15,900	65.9	4.81	317.4	17.30	113,800	1,969	6.20
ANCHORAGE	3	95	26,000	66.9	4.86	325.8	11.44	166,800	1,908	5.86
TERRE HAUTE	2	68	15,500	60.7	4.50	272.3	15.34	69,700	1,069	3.93
ASHEVILLE	3	147	12,500	57.9	4.42	255.6	23.47	61,900	1,453	5.68
GREEN BAY	2	54	18,000	66.0	4.52	298.2	9.84	107,600	1,059	3.55
CEDAR RAPIDS	2	71	15,400	59.3	4.38	260.2	8.80	123,800	1,090	4.19
RENO	2	54	13,600	57.3	4.37	250.6	8.84	69,800	617	2.46
STEUBENVILLE-WEIRTON	3	112	9,800	48.5	4.38	211.3	27.39	42,900	1,175	5.56
MARKETS 141-150—TOTAL			164,600	61.7	4.58	282.3	14.06	937,900	13,190	46.72
MARKETS 1-150—TOTAL			12,731,700	60.9	4.85	295.4	8.80	81,315,000	715,876	2423.41
AMARILLO	3	111	15,900	64.5	4.74	305.3	9.80	123,500	1,210	3.96
WACO	3	97	13,200	61.9	4.61	285.4	24.57	60,800	1,494	5.23
YAKIMA	2	85	12,700	63.1	4.48	281.7	9.42	69,000	650	2.31
LYNCHBURG, VA	3	119	13,200	62.7	4.67	291.9	18.33	70,600	1,294	4.43
MANCHESTER	1	42	4,400	21.3	3.82	81.2	29.76	25,200	750	9.24
TALLAHASSEE	2	69	17,900	57.1	4.44	252.9	7.23	117,300	848	3.35
WATERLOO-CEDAR RAPIDS	1	31	12,400	60.2	3.75	225.7	7.28	86,800	632	2.80
FARGO-MOORHEAD	2	57	15,600	63.3	4.46	282.5	11.96	77,000	921	3.26
ALTOONA	2	66	9,800	63.8	4.33	277.1	19.90	52,000	1,035	3.74
WICHITA FALLS	3	109	14,700	70.1	4.93	346.4	7.05	178,400	1,258	3.63
MARKETS 151-160—TOTAL			129,800	58.8	4.48	263.5	11.73	860,600	10,092	38.30
MARKETS 1-160—TOTAL			12,861,500	60.9	4.85	295.1	8.83	82,175,600	725,968	2460.07
WILMINGTON, NC	3	122	11,400	60.9	4.55	277.5	16.62	59,100	982	3.54
BLOOMINGTON, IL	1	23	12,800	58.4	3.77	220.5	5.89	59,800	352	1.60
LAFAYETTE, LA	3	56	15,000	68.9	4.56	315.2	5.80	109,400	634	2.01
PUEBLO	3	83	10,800	62.2	4.67	289.7	11.87	61,900	735	2.54
MEDFORD-ASHLAND	3	147	9,800	62.0	4.48	277.8	11.61	79,300	921	3.32
RICHLAND-KENWCK-PASCO	4	122	9,900	62.9	4.72	295.6	15.50	55,100	854	2.89
BILLINGS	2	45	10,700	72.4	4.60	332.4	7.55	58,000	438	1.32
SIOUX FALLS, SD	3	71	9,000	63.6	4.50	285.2	6.41	122,500	785	2.75
GREAT FALLS	2	65	9,800	70.1	4.64	325.0	11.66	52,300	610	1.88
CASPER, WY	2	48	5,500	61.6	4.40	271.9	21.32	28,800	614	2.26
MARKETS 161-170—TOTAL			104,700	64.2	4.48	287.4	10.09	686,200	6,925	24.10
MARKETS 1-170—TOTAL			12,966,200	60.9	4.85	295.1	8.84	82,861,800	732,893	2483.54
NASSAU-SUFFOLK	8	153	118,100	36.3	4.30	156.0	7.32	507,600	3,715	23.81
ANAHEIM-ST ANA-GAR GR	6	345	72,800	26.1	4.19	109.4	36.67	305,300	11,194	102.32
SAN JOSE	6	214	124,500	59.5	4.95	294.5	11.61	845,100	9,809	33.31
NEW BEDFORD-FALL RIVER	1	37	2,000	3.3	3.70	12.3	50.95	7,400	377	30.65
MARKETS 171-174—TOTAL			317,400	36.3	4.53	164.4	15.07	1,665,400	25,095	152.65
MARKETS 1-174—TOTAL			13,283,600	59.9	4.84	289.9	8.97	84,527,200	757,988	2514.65

TARGET AUDIENCE: MEN 18-49

Population: 34,811,700
Daytime, Mon.-Fri., 6 am-7 pm
Goal: 300 GRP's, 4 wks, 60 reach/5 freq
Spot distribution: equal
Rate adjustment: -15%

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
NEW YORK	7	273	2,197,300	61.5	5.07	312.0	4.58	12,162,900	55,708	178.55
LOS ANGELES	10	396	1,267,200	60.2	5.07	305.1	5.73	8,225,800	47,138	154.50
CHICAGO	7	256	1,048,500	61.2	5.04	308.5	5.23	7,864,600	41,138	133.35
SAN FRANCISCO	10	417	745,500	60.3	5.02	302.5	7.85	4,412,000	34,652	114.55
PHILADELPHIA	8	281	643,200	60.7	5.01	304.1	5.93	3,765,700	22,317	73.39
DETROIT	6	234	614,000	62.6	5.00	312.8	5.69	3,925,000	22,348	71.45
BOSTON	7	182	476,700	61.0	4.99	304.2	7.72	3,452,400	26,649	87.60
WASHINGTON, D.C.	8	221	451,800	60.4	4.97	299.9	7.31	2,547,000	18,618	62.08
HOUSTON-GALVESTON	7	233	407,600	61.0	5.06	308.5	7.41	2,310,700	17,113	55.47
DALLAS-FT. WORTH	7	208	399,100	61.9	5.05	312.6	6.05	2,846,400	17,228	55.11
GROUP SUBTOTAL			8,250,900	61.1	5.04	307.8	5.88	51,512,500	302,909	984.11
MARKETS 1-10—TOTAL			8,250,900	61.1	5.04	307.8	5.88	51,512,500	302,909	984.11
ST. LOUIS	6	153	330,200	64.2	4.91	314.9	6.57	1,740,500	11,442	36.34
PITTSBURGH	4	137	295,800	63.5	4.88	309.8	6.10	2,021,000	12,324	39.78
BALTIMORE	5	190	295,600	57.8	4.85	280.2	9.57	1,516,800	14,516	51.81
MINNEAPOLIS-ST. PAUL	5	119	297,500	60.6	4.54	274.9	6.15	1,845,200	11,347	41.28
CLEVELAND	5	180	252,800	59.6	4.89	291.5	6.44	1,999,100	12,882	44.19
SEATTLE-EVERETT-TACOMA	7	273	288,000	61.0	4.99	304.3	7.02	1,835,200	12,883	42.34
ATLANTA	4	158	272,100	60.1	4.67	280.5	8.53	1,569,600	13,386	47.72
SAN DIEGO	7	282	297,100	63.4	5.02	318.0	8.51	1,490,100	12,686	39.89
MIAMI	11	368	185,500	61.1	5.15	314.8	11.69	1,568,800	18,337	58.25
TAMPA-ST. PETERSBURG	6	178	155,300	62.2	4.98	309.7	9.72	945,400	9,188	29.67
MARKETS 11-20—TOTAL			2,669,700	61.3	4.87	298.8	7.80	16,531,500	128,991	431.70
MARKETS 1-20—TOTAL			10,920,600	61.1	5.00	305.6	6.35	68,044,000	431,900	1413.29
DENVER-BOULDER	5	183	219,200	58.0	4.85	281.5	8.47	1,474,000	12,480	44.33
PROVIDENCE-WRWCK-PAW	6	207	179,600	60.5	4.85	293.2	8.74	929,600	8,123	27.70
MILWAUKEE	5	212	204,200	64.1	4.95	317.2	7.80	1,355,500	10,577	33.34
CINCINNATI	4	141	175,900	58.9	4.81	283.2	8.26	1,178,400	9,733	34.37
BUFFALO	3	129	159,100	59.0	4.67	275.4	10.33	945,900	9,772	35.48
KANSAS CITY	5	170	177,100	60.5	4.94	299.2	5.72	1,862,800	10,659	35.63
PHOENIX	5	152	165,600	58.9	4.89	288.1	9.77	868,400	8,488	29.46
PORTLAND, OR	6	212	149,400	58.9	4.84	285.1	10.28	931,000	9,574	33.58
NORFLK-PORTMOUTH-HMTN	5	192	190,000	62.9	4.89	307.8	4.71	1,046,400	4,928	16.01
INDIANAPOLIS	4	110	152,300	59.0	4.61	272.0	5.52	1,108,200	6,113	22.47
MARKETS 21-30—TOTAL			1,772,400	60.1	4.84	290.7	7.73	11,700,200	90,447	311.14
MARKETS 1-30—TOTAL			12,693,000	61.0	4.98	303.5	6.55	79,744,200	522,347	1721.08
NEW ORLEANS	6	223	146,600	58.3	4.74	276.2	8.36	1,022,200	8,543	30.93
COLUMBUS, OH	4	118	152,800	58.7	4.81	282.5	7.63	949,600	7,247	25.65
ROCHESTER, NY	4	156	134,000	62.1	4.90	304.2	12.06	737,800	8,901	29.26
FT. LAUR-HOLLYWOOD	9	282	91,300	55.0	4.80	264.0	10.97	1,160,100	12,730	48.22
SACRAMENTO	6	228	130,800	59.6	4.84	288.7	7.83	794,900	6,227	21.57
SAN ANTONIO	7	213	140,000	63.0	4.98	313.9	7.62	1,080,700	8,239	26.25
LOUISVILLE	4	168	126,700	63.5	4.93	312.7	7.97	996,800	7,948	25.42
MEMPHIS	4	170	121,600	62.1	4.86	301.8	10.57	938,400	9,916	32.86
HARTFORD-NEW HAVEN	5	207	114,900	62.0	4.66	288.8	7.93	1,170,000	9,282	32.14
DAYTON	4	131	121,700	62.3	4.90	305.3	9.80	810,000	7,939	26.00
MARKETS 31-40—TOTAL			1,280,400	60.6	4.84	293.8	9.00	9,660,500	86,972	296.02
MARKETS 1-40—TOTAL			13,973,400	61.0	4.96	302.6	6.82	89,404,700	609,319	2013.61

(Continued)

TARGET AUDIENCE: MEN 18-49 (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
BIRMINGHAM	4	132	102,700	61.0	4.66	284.1	8.02	609,600	4,891	17.22
ALBANY-SCHENCTDY-TROY	4	175	106,300	63.7	4.95	315.4	10.35	724,200	7,492	23.75
GRBORO-WIN SALEM-HI PT	7	183	112,900	62.1	4.96	308.1	7.79	704,200	5,489	17.82
NASHVILLE-DAVIDSON	7	223	112,000	62.2	4.98	309.6	6.05	934,500	5,650	18.25
TOLEDO	4	145	106,700	61.6	4.82	297.6	8.16	616,700	5,035	16.92
SALT LAKE CITY	5	190	121,600	65.2	4.99	325.4	8.08	725,400	5,863	18.02
OKLAHOMA CITY	5	201	113,000	61.4	4.91	301.4	6.33	1,110,200	7,029	23.32
HONOLULU	4	121	120,500	60.5	4.87	294.8	4.30	635,900	2,737	9.28
JACKSONVILLE	5	167	108,000	62.2	4.87	303.1	7.60	662,000	5,032	16.60
AKRON	8	332	80,100	52.2	4.76	248.3	21.35	499,700	10,669	42.97
MARKETS 41-50—TOTAL			1,083,800	61.4	4.88	299.6	8.29	7,222,400	59,887	199.89
MARKETS 1-50—TOTAL			15,057,200	61.0	4.96	302.4	6.93	96,627,100	669,206	2212.98
NORTHEAST PA	4	138	77,700	61.3	4.76	292.1	8.22	435,100	3,576	12.24
SYRACUSE	4	150	92,400	63.3	4.90	309.9	10.75	573,500	6,165	19.89
ALNTWN-BETHLEHEM-ESTON	5	149	81,000	59.6	4.88	290.9	8.91	412,800	3,678	12.64
BURLINGTON-PLATTSBURG	12	719	88,900	59.3	5.08	301.1	15.50	451,300	6,994	23.23
RICHMOND	3	114	91,000	62.4	4.74	296.0	10.13	623,300	6,316	21.34
ORLANDO	5	189	81,900	60.1	4.76	286.1	13.20	577,300	7,623	26.64
SPRINGFIELD-CHIC-HOLYOKE	5	158	83,500	63.3	4.85	306.8	8.11	471,200	3,820	12.45
TULSA	3	80	77,200	57.0	4.65	264.9	5.61	444,900	2,495	9.42
CHARLOTTE-GASTONIA	3	94	85,800	60.5	4.69	283.7	9.70	782,800	7,592	26.76
OMAHA-COUNCIL BLUFFS	3	117	90,600	65.1	4.81	313.1	5.26	1,109,100	5,829	18.62
MARKETS 51-60—TOTAL			850,000	61.2	4.81	294.7	9.20	5,881,300	54,088	183.54
MARKETS 1-60—TOTAL			15,907,200	61.0	4.95	302.0	7.06	102,508,400	723,294	2395.01
GRAND RAPIDS	5	121	80,500	63.4	4.89	310.2	6.80	677,000	4,602	14.84
GREENVILLE-SPARTANBURG	5	120	77,500	60.6	4.65	281.7	5.56	557,400	3,101	11.01
YOUNGSTOWN-WARREN	4	152	70,200	60.7	4.69	284.4	7.32	536,800	3,928	13.81
WILMINGTON, DE	7	404	68,800	55.7	4.81	267.9	18.29	342,100	6,258	23.35
PALM BEACH-BOCA RATON	7	319	56,000	59.4	4.96	295.0	17.87	328,900	5,876	19.92
RALEIGH-DURHAM	4	156	85,100	63.9	4.93	315.5	6.29	1,076,400	6,769	21.45
FLINT	6	240	70,800	58.5	4.92	287.9	14.87	381,300	5,670	19.69
AUSTIN, TX	5	142	78,800	59.4	4.86	288.5	5.89	417,900	2,460	8.53
TUCSON	4	200	68,600	61.4	4.86	298.3	11.17	343,700	3,839	12.87
FRESNO	4	182	59,600	57.6	4.78	275.3	7.32	697,500	5,104	18.54
MARKETS 61-70—TOTAL			715,900	60.1	4.83	290.8	8.88	5,359,000	47,605	163.70
MARKETS 1-70—TOTAL			16,623,100	61.0	4.95	301.5	7.15	107,867,400	770,899	2556.88
KNOXVILLE	4	151	72,300	69.9	4.95	345.8	6.26	527,500	3,302	9.55
LANSING-EAST LANSING	5	180	70,700	59.0	4.81	284.0	8.36	421,600	3,526	12.42
HARRISBURG	5	148	60,600	63.0	4.74	298.4	11.57	328,700	3,803	12.74
NEW HAVEN-WEST HAVEN	7	362	58,000	58.3	4.86	283.3	34.42	329,600	11,344	40.04
BRIDGEPORT	4	104	48,900	52.1	4.47	233.2	11.84	227,400	2,692	11.54
BATON ROUGE	4	108	63,900	61.0	4.85	295.9	3.99	438,300	1,750	5.91
JOHNSON CITY-KINGSPORT-B	8	219	54,500	57.7	4.83	278.4	9.09	303,300	2,757	9.90
MOBILE	6	198	56,700	63.3	4.77	301.9	6.76	494,500	3,341	11.07
EL PASO	7	247	66,400	61.0	4.96	302.6	11.81	344,800	4,073	13.46
CANTON	7	281	52,400	60.2	4.85	292.4	16.10	284,900	4,587	15.69
MARKETS 71-80—TOTAL			604,400	60.6	4.82	292.0	11.13	3,700,600	41,175	141.01
MARKETS 1-80—TOTAL			17,227,500	60.9	4.94	301.1	7.28	111,568,000	812,074	2697.02
ALBUQUERQUE	5	283	59,300	62.4	4.89	304.6	14.38	448,500	6,451	21.18
CHATTANOOGA	5	163	57,700	66.3	4.84	320.6	8.04	394,000	3,169	9.88
WICHITA, KS	5	179	60,900	65.2	4.84	315.4	4.68	579,200	2,711	8.60
MCALLEN-BROWNSVILLE	4	120	51,300	64.9	4.90	317.6	7.18	272,600	1,958	6.16
WORCESTER	4	157	48,500	59.7	4.81	287.1	11.35	368,700	4,186	14.58
COLUMBIA, SC	4	132	65,300	61.8	4.88	301.4	7.30	458,800	3,347	11.10

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
TARGET AUDIENCE: MEN 18-49 (cont.)										
DAVENPORT-ROCK IS-MOL	4	146	51,000	62.1	4.89	303.3	13.15	310,000	4,077	13.44
CHARLESTON-N CHARLESTON	4	136	67,000	61.0	4.85	295.5	8.87	351,300	3,117	10.55
LITTLE ROCK-N LITTLE ROCK	4	159	54,400	63.9	4.94	315.1	8.73	600,800	5,243	16.64
BEAUMONT-PORT ARTHUR	6	324	46,700	57.7	4.81	277.3	12.31	313,600	3,861	13.92
MARKETS 81-90—TOTAL			562,100	62.5	4.86	303.9	9.30	4,097,500	38,120	125.44
MARKETS 1-90—TOTAL			17,789,600	61.0	4.94	301.2	7.35	115,665,500	850,194	2822.69
BAKERSFIELD	4	139	49,300	60.9	4.84	294.4	10.24	238,500	2,443	8.30
FT. WAYNE	2	59	48,800	59.1	4.39	259.6	6.20	482,600	2,991	11.52
PEORIA	4	285	50,200	62.6	4.89	306.2	24.33	296,500	7,214	23.56
LAS VEGAS	4	140	55,200	61.0	4.83	294.5	8.07	266,500	2,151	7.30
YORK	5	213	51,400	63.3	4.67	295.6	6.62	750,600	4,972	16.82
SHREVEPORT	4	188	49,500	65.5	4.80	314.4	7.20	426,700	3,072	9.77
LANCASTER	6	327	31,300	41.1	4.51	185.3	31.30	169,000	5,290	28.55
DES MOINES	4	120	49,300	65.0	4.98	323.3	9.38	567,700	5,323	16.46
UTICA-ROME	3	116	40,200	58.7	4.63	272.2	14.33	190,000	2,722	10.00
SARASOTA-BRADENTON	8	418	23,200	56.2	4.84	272.2	61.93	113,700	7,041	25.87
MARKETS 91-100—TOTAL			448,400	59.6	4.75	282.7	12.34	3,501,800	43,219	152.88
MARKETS 1-100—TOTAL			18,238,000	61.0	4.93	300.8	7.50	119,167,300	893,413	2970.12
MADISON	3	89	51,800	59.7	4.66	278.3	4.68	313,300	1,465	5.26
READING	4	135	33,300	52.1	4.61	240.0	16.54	153,600	2,541	10.59
SPOKANE	3	95	41,600	59.9	4.65	278.1	6.49	342,800	2,224	8.00
BINGHAMTON	3	113	43,400	66.1	4.79	316.8	9.66	278,400	2,689	8.49
STOCKTON	8	387	39,300	58.2	4.86	283.1	20.93	191,100	3,999	14.13
LEXINGTON-FAYETTE	3	109	48,400	63.8	4.74	302.9	6.98	351,700	2,455	8.10
HUNTINGTON-ASHLAND	4	108	37,600	58.6	4.69	274.9	8.44	290,800	2,453	8.92
JACKSON, MS	3	106	37,200	57.1	4.57	260.7	6.65	312,400	2,076	7.96
CORPUS CHRISTI	5	182	42,600	62.8	5.01	314.9	9.18	272,200	2,499	7.94
APPLETON-OSHKOSH	5	136	39,500	59.3	4.78	283.3	7.57	228,600	1,730	6.11
MARKETS 101-110—TOTAL			414,700	59.8	4.74	283.6	8.82	2,734,900	24,131	85.09
MARKETS 1-110—TOTAL			18,652,700	60.9	4.93	300.4	7.53	121,902,200	917,544	3054.41
EVANSVILLE	2	59	34,900	58.6	4.40	258.3	6.99	191,800	1,340	5.19
HUNTSVILLE, AL	3	102	41,400	58.7	4.63	271.4	5.70	215,700	1,230	4.53
SALINAS-SEASIDE MONTRY	4	112	49,200	61.1	4.50	274.9	3.47	272,400	945	3.44
LAKELAND-WINTER HAVEN	8	288	31,300	54.5	4.83	263.1	17.44	151,300	2,638	10.03
AUGUSTA, GA	3	74	46,800	64.6	4.38	282.9	5.44	277,600	1,510	5.34
SOUTH BEND	3	70	38,400	62.5	4.73	295.4	4.82	232,700	1,121	3.79
PENSACOLA	4	152	44,100	63.6	4.88	310.2	8.91	297,800	2,654	8.56
COLORADO SPRINGS	3	47	50,000	60.2	4.47	269.0	2.83	243,200	689	2.56
GREENEVILLE-NW BRN-WASH	5	167	37,700	58.4	4.73	276.2	4.14	319,200	1,320	4.78
ERIE	2	81	33,200	57.8	4.38	252.7	8.88	176,400	1,566	6.20
MARKETS 111-120—TOTAL			407,000	60.2	4.59	276.1	6.31	2,378,100	15,013	54.38
MARKETS 1-120—TOTAL			19,059,700	60.9	4.92	299.9	7.50	124,280,300	932,557	3109.56
KALAMAZOO-PORTAGE	6	219	34,500	53.2	4.65	247.0	18.21	201,700	3,673	14.87
DULUTH-SUPERIOR	5	106	35,600	65.6	4.81	315.9	6.03	227,900	1,375	4.35
ROCKFORD	3	90	36,400	59.4	4.49	266.7	8.95	190,800	1,708	6.40
EUGENE-SPRINGFIELD	5	197	40,600	63.7	5.02	320.1	12.95	228,400	2,957	9.24
CHARLESTON, N CHRLSTON	3	109	32,200	58.6	4.61	270.3	17.14	207,500	3,557	13.16
MONTGOMERY	4	122	38,500	70.2	4.49	315.3	5.86	264,500	1,549	4.91
MELBOURNE-TITUSVILLE-COC	7	268	38,600	61.5	4.95	304.1	10.16	191,000	1,941	6.38
MODESTO	7	378	31,000	60.4	4.96	300.0	18.29	242,600	4,438	14.79
MACON	4	120	31,200	57.3	4.65	266.4	8.13	231,200	1,880	7.06
DAYTONA BEACH	6	119	21,100	57.7	4.72	271.9	12.39	101,400	1,256	4.62
MARKETS 121-130—TOTAL			339,700	60.8	4.74	287.9	11.68	2,087,000	24,334	84.52
MARKETS 1-130—TOTAL			19,399,400	60.9	4.92	299.6	7.57	126,367,300	956,891	3193.90

(Continued)

TARGET AUDIENCE: MEN 18-49 (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
ROANOKE	2	76	28,900	58.6	3.81	223.5	4.37	414,200	1,809	8.09
BOISE	4	137	31,000	61.1	4.88	297.8	6.94	229,200	1,591	5.34
FAYETTEVILLE, NC	4	194	49,800	61.5	4.86	298.6	5.95	293,300	1,746	5.85
COLUMBUS, GA	3	95	36,500	64.1	4.77	305.8	4.10	271,300	1,112	3.64
SAGINAW	4	169	29,200	58.4	4.82	281.2	8.26	240,900	1,990	7.08
SAVANNAH	5	147	30,900	60.9	4.88	296.7	8.09	370,700	2,999	10.11
PORTLAND, ME	5	97	28,100	63.4	4.72	299.5	7.27	269,300	1,959	6.54
LUBBOCK	5	225	35,400	64.9	5.08	329.7	6.85	408,900	2,802	8.50
SPRINGFIELD, MO	3	83	27,400	61.4	4.70	287.9	4.81	292,700	1,407	4.89
ATLANTIC CITY	5	127	19,800	59.3	4.93	292.2	19.15	100,400	1,923	6.58
MARKETS 131-140—TOTAL			317,000	61.5	4.76	292.4	6.69	2,890,900	19,338	66.14
MARKETS 1-140—TOTAL			19,716,400	60.9	4.92	299.5	7.55	129,258,200	976,229	3259.53
LINCOLN	3	86	33,700	66.9	4.82	322.2	8.71	166,100	1,447	4.49
WHEELING	3	94	24,100	64.5	4.81	310.2	10.95	189,500	2,075	6.69
TOPEKA	4	195	22,900	59.3	4.83	285.5	14.99	169,600	2,542	8.90
ANCHORAGE	3	107	32,300	57.8	4.62	266.9	11.07	202,200	2,238	8.39
TERRE HAUTE	4	124	26,100	69.4	4.90	340.4	11.85	156,400	1,854	5.45
ASHEVILLE	2	63	22,100	62.1	4.48	278.1	10.43	110,100	1,148	4.13
GREEN BAY	2	56	24,800	61.1	4.46	272.4	7.98	137,900	1,101	4.04
CEDAR RAPIDS	3	106	25,000	62.7	4.76	298.2	7.67	293,600	2,251	7.55
RENO	3	96	21,900	58.8	4.67	274.7	8.61	116,000	999	3.64
STEUBENVILLE-WEIRTON	4	167	17,600	51.3	4.51	231.5	22.81	79,400	1,811	7.82
MARKETS 141-150—TOTAL			250,500	61.5	4.70	288.7	10.78	1,620,800	17,466	60.50
MARKETS 1-150—TOTAL			19,966,900	60.9	4.91	299.4	7.59	130,879,000	993,695	3318.95
AMARILLO	3	79	24,200	62.8	4.81	302.1	3.80	244,000	926	3.07
WACO	4	155	19,900	59.1	4.78	283.0	21.97	109,800	2,412	8.52
YAKIMA	3	137	21,200	65.7	4.83	316.7	9.82	119,800	1,176	3.71
LYNCHBURG, VA	3	107	19,100	57.5	4.55	262.0	11.28	102,500	1,156	4.41
MANCHESTER	5	191	19,500	59.4	4.89	290.5	18.89	155,300	2,933	10.10
TALLAHASSEE	3	97	26,000	63.7	4.82	307.4	6.42	161,900	1,040	3.38
WATERLOO-CEDAR RAPIDS	2	56	21,000	67.9	4.42	300.3	6.28	172,000	1,081	3.60
FARGO-MOORHEAD	3	84	23,000	67.2	4.87	328.8	8.68	227,400	1,973	6.04
ALTOONA	2	52	15,400	60.1	4.45	[illegible]	9.62	81,800	787	2.94
WICHITA FALLS	3	110	19,600	62.8	4.81	301.9	6.06	211,400	1,281	4.24
MARKETS 151-160—TOTAL			208,900	62.7	4.73	296.7	9.31	1,585,900	14,765	49.76
MARKETS 1-160—TOTAL			20,175,800	60.9	4.91	299.4	7.61	132,464,900	1008,460	3368.27
WILMINGTON, NC	4	125	17,900	61.0	4.87	297.6	9.43	110,000	1,037	3.48
BLOOMINGTON, IL	2	47	22,000	73.0	4.70	342.4	8.28	120,000	993	2.90
LAFAYETTE, LA	3	67	19,900	61.7	4.43	273.1	5.23	144,300	755	2.76
PUEBLO	3	106	16,900	60.8	4.64	282.0	8.80	97,700	860	3.05
MEDFORD-ASHLAND	4	153	16,400	64.9	4.81	311.9	10.22	105,900	1,082	3.47
RICHLAND-KENWCK-PASCO	4	130	15,600	59.2	4.65	275.0	11.29	81,700	922	3.35
BILLINGS	2	44	13,900	59.3	4.37	259.8	6.16	69,200	426	1.64
SIOUX FALLS, SD	4	111	15,300	68.9	4.87	335.6	5.80	263,100	1,525	4.54
GREAT FALLS	2	64	12,800	61.1	4.45	272.7	8.58	70,400	604	2.21
CASPER, WY	3	70	10,600	71.9	4.98	359.2	15.14	69,600	1,054	2.93
MARKETS 161-170—TOTAL			161,300	63.9	4.67	298.5	8.18	1,131,900	9,253	31.02
MARKETS 1-170—TOTAL			20,337,100	61.0	4.91	299.4	7.62	133,596,800	1017,718	3399.19
NASSAU-SUFFOLK	17	697	226,500	38.7	4.48	173.5	19.89	1,015,800	20,202	116.44
ANAHEIM-ST ANA-GAR GR	7	325	89,100	19.8	4.06	80.4	24.69	381,600	8,928	111.04
SAN JOSE	9	339	189,100	59.0	5.00	295.0	11.07	1,378,600	15,264	51.74
NEW BEDFORD-FALL RIVER	6	454	34,700	35.4	4.39	155.7	29.61	152,400	4,513	28.99
MARKETS 171-174—TOTAL			539,400	37.1	4.59	170.3	16.82	2,908,400	48,907	287.18
MARKETS 1-174—TOTAL			20,876,500	60.0	4.90	294.0	7.81	136,505,200	1066,625	3627.98

TARGET AUDIENCE: MEN 25-54

Population: 28,805,200
Daytime, Mon.-Fri., 6 am-7 pm
Goal: 300 GRP's, 4 wks, 60 reach/5 freq
Spot distribution: equal
Rate adjustment: -15%

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSICNS	:60 COST (ADJ)	C/P AVG R P
NEW YORK	8	271	1,853,400	39.7	5.01	299.3	5.27	9,974,700	52,588	175.70
LOS ANGELES	8	264	1,081,200	60.6	5.04	305.6	5.30	6,556,200	34,768	113.77
CHICAGO	6	200	875,900	60.3	4.92	296.9	6.25	6,165,100	38,559	129.87
SAN FRANCISCO	10	422	625,900	61.0	5.02	306.3	9.39	3,752,700	35,224	115.00
PHILADELPHIA	7	247	539,200	60.5	4.98	301.5	7.13	3,258,100	23,227	77.04
DETROIT	6	252	500,900	59.9	4.92	294.6	7.09	2,937,500	20,838	70.73
BOSTON	5	179	385,700	60.3	4.89	295.2	10.83	2,541,900	27,538	93.29
WASHINGTON, D.C.	9	219	390,100	61.8	5.00	308.8	9.36	2,209,600	20,682	66.98
HOUSTON-GALVESTON	7	205	341,000	60.7	5.03	305.1	8.89	1,834,400	16,311	53.46
DALLAS-FT. WORTH	7	179	331,000	61.9	5.00	309.3	6.91	2,266,900	15,654	50.61
GROUP SUBTOTAL			6,924,300	60.4	4.99	301.5	6.88	41,497,300	285,389	946.56
MARKETS 1-10—TOTAL			6,924,300	60.4	4.99	301.5	6.88	41,497,300	285,389	946.56
ST. LOUIS	3	108	252,500	57.8	4.35	251.4	6.54	1,203,500	7,866	31.29
PITTSBURGH	3	108	247,300	59.9	4.59	274.8	7.81	1,348,400	10,530	38.32
BALTIMORE	6	204	258,500	61.5	5.00	307.8	11.21	1,373,800	15,401	50.04
MINNEAPOLIS-ST. PAUL	3	123	227,900	57.3	4.12	236.0	5.26	1,275,700	6,713	28.44
CLEVELAND	6	237	221,400	60.4	4.99	301.4	9.54	1,610,100	15,363	50.97
SEATTLE-EVERETT-TACOMA	6	182	235,800	62.2	4.94	307.0	6.67	1,335,900	8,915	29.04
ATLANTA	4	149	229,000	60.8	4.70	285.6	8.88	1,301,400	11,554	40.46
SAN DIEGO	7	290	196,700	60.4	4.91	296.7	12.41	965,900	11,984	40.39
MIAMI	10	276	153,600	58.5	5.01	292.8	10.08	1,176,800	11,862	40.51
TAMPA-ST. PETERSBURG	6	162	125,200	59.6	4.83	288.0	7.69	755,400	5,808	20.17
MARKETS 11-20—TOTAL			2,147,900	59.9	4.72	282.8	8.58	12,346,700	105,996	374.81
MARKETS 1-20—TOTAL			9,072,200	60.3	4.93	297.0	7.27	53,844,000	391,385	1317.79
DENVER-BOULDER	5	192	185,500	59.7	4.87	290.5	9.41	1,207,900	11,383	39.12
PROVIDENCE-WRWCK-PAW	7	230	151,700	61.6	4.86	299.6	10.46	765,600	8,012	26.74
MILWAUKEE	4	120	164,600	61.5	4.72	290.6	6.25	1,021,200	6,385	21.97
CINCINNATI	5	178	148,300	59.9	4.73	283.2	9.22	1,013,200	9,337	32.97
BUFFALO	3	128	145,800	62.3	4.75	295.7	11.31	842,000	9,520	32.19
KANSAS CITY	4	127	145,300	58.2	4.76	277.0	5.96	1,372,700	8,188	29.56
PHOENIX	6	192	135,100	58.6	4.88	286.0	12.78	744,000	9,506	33.24
PORTLAND, OR	7	252	129,900	59.6	4.87	290.4	12.84	821,100	10,541	36.30
NORFLK-PORTMOUTH-HMTN	5	165	123,400	58.0	4.73	274.3	7.37	658,100	4,853	17.69
INDIANAPOLIS	4	129	126,800	58.1	4.62	268.3	8.78	844,500	7,414	27.63
MARKETS 21-30—TOTAL			1,456,400	59.8	4.78	286.0	9.16	9,290,300	85,119	297.62
MARKETS 1-30—TOTAL			10,528,600	60.2	4.91	295.5	7.55	63,134,300	476,504	1612.53
NEW ORLEANS	7	249	130,700	62.7	4.99	312.8	11.44	931,400	10,653	34.06
COLUMBUS, OH	4	127	129,200	64.0	4.91	314.2	11.97	789,100	9,449	30.07
ROCHESTER, NY	3	108	105,300	58.4	4.64	271.1	11.63	597,800	6,953	25.65
FT. LAUR-HOLLYWOOD	10	501	88,000	45.9	4.62	211.9	26.96	679,000	18,309	86.40
SACRAMENTO	7	264	114,700	62.3	5.00	311.6	11.34	932,900	10,580	33.95
SAN ANTONIO	5	163	95,500	58.4	4.83	281.8	7.69	930,600	7,159	25.40
LOUISVILLE	4	199	104,700	62.0	4.88	302.5	11.97	730,700	8,750	28.93
MEMPHIS	4	153	92,600	60.2	4.78	287.4	14.76	621,900	9,177	31.93
HARTFORD-NEW HAVEN	3	107	93,500	58.5	4.32	252.9	10.46	696,000	7,293	28.84
DAYTON	3	102	95,000	58.8	4.67	274.3	12.42	529,000	6,572	23.96
MARKETS 31-40—TOTAL			1,029,400	59.5	4.78	284.5	12.76	7,438,400	94,895	333.55
MARKETS 1-40—TOTAL			11,558,000	60.1	4.90	294.5	8.10	70,572,700	571,399	1940.23

(Continued)

TARGET AUDIENCE: MEN 25-54 (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
BIRMINGHAM	5	193	87,500	61.7	4.85	299.4	11.60	573,600	6,656	22.23
ALBANY-SCHENCTDY-TROY	3	105	81,700	56.7	4.84	272.6	12.42	495,900	6,158	22.59
GRBORO-WIN SALEM-HI PT	7	176	96,400	61.6	4.85	298.9	9.11	549,800	5,008	16.75
NASHVILLE-DAVIDSON	7	248	91,500	61.2	4.97	304.5	11.04	720,000	7,947	26.10
TOLEDO	4	128	85,000	61.0	4.83	294.5	9.82	451,700	4,434	15.08
SALT LAKE CITY	4	136	85,200	57.7	4.60	265.5	8.27	490,100	4,051	15.26
OKLAHOMA CITY	5	151	84,400	57.4	4.76	273.5	10.92	510,300	5,572	20.37
HONOLULU	4	130	82,400	57.0	4.62	263.4	5.07	432,400	2,191	8.32
JACKSONVILLE	6	217	80,400	61.2	4.89	299.2	12.57	510,200	6,412	21.43
AKRON	8	382	69,500	57.1	4.84	276.7	25.83	445,000	11,495	41.54
MARKETS 41-50—TOTAL			844,000	59.5	4.79	284.9	11.57	5,179,000	59,924	210.33
MARKETS 1-50—TOTAL			12,402,000	60.1	4.89	293.8	8.33	75,751,700	631,323	2148.82
NORTHEAST PA	6	128	68,100	61.0	4.86	296.5	8.61	349,700	3,010	10.15
SYRACUSE	3	99	69,600	60.0	4.66	279.3	10.70	411,900	4,409	15.79
ALNTWN-BETHLEHEM-ESTON	6	186	71,300	60.4	4.98	300.8	10.98	381,800	4,191	13.93
BURLINGTON-PLATTSBURG	14	578	69,700	59.5	5.09	302.5	15.00	354,500	5,318	17.58
RICHMOND	4	120	74,700	61.4	4.77	293.1	12.70	491,600	6,241	21.29
ORLANDO	5	194	69,100	61.5	4.85	298.3	19.08	427,800	8,162	27.36
SPRINGFIELD-CHIC-HOLYOKE	5	137	65,800	62.4	4.83	301.8	8.93	355,600	3,177	10.53
TULSA	3	74	71,900	60.9	4.69	285.4	5.53	413,800	2,290	8.02
CHARLOTTE-GASTONIA	3	97	76,100	62.4	4.71	293.5	10.86	716,200	7,778	25.50
OMAHA-COUNCIL BLUFFS	2	73	64,100	57.2	4.40	251.6	6.98	653,100	4,559	18.12
MARKETS 51-60—TOTAL			700,400	60.7	4.78	290.3	10.78	4,556,000	49,135	169.26
MARKETS 1-60—TOTAL			13,102,400	60.1	4.88	293.7	8.47	80,307,700	680,458	2318.85
GRAND RAPIDS	5	156	62,900	61.2	4.81	294.4	13.25	436,600	5,783	19.64
GREENVILLE-SPARTANBURG	6	154	67,600	64.5	4.79	309.0	7.25	529,500	3,838	12.42
YOUNGSTOWN-WARREN	4	149	59,400	59.6	4.53	270.1	9.65	348,700	3,365	12.46
WILMINGTON, DE	7	387	60,400	59.7	4.99	297.9	18.81	309,300	5,819	19.53
PALM BEACH-BOCA RATON	6	228	48,700	60.1	4.86	291.7	14.98	264,000	3,956	13.56
RALEIGH-DURHAM	4	176	60,000	62.2	4.81	299.0	9.83	798,000	7,848	26.25
FLINT	5	328	59,200	59.1	4.99	295.1	20.00	314,500	6,291	21.32
AUSTIN, TX	6	150	54,400	60.5	4.93	298.4	9.08	288,700	2,616	8.77
TUCSON	6	250	52,500	61.5	4.98	306.1	15.86	265,700	4,214	13.77
FRESNO	4	148	46,700	58.2	4.79	278.6	11.17	425,400	4,750	17.05
MARKETS 61-70—TOTAL			573,800	60.7	4.85	294.2	12.18	3,980,400	48,480	164.79
MARKETS 1-70—TOTAL			13,676,200	60.2	4.88	293.7	8.65	84,288,100	728,938	2481.91
KNOXVILLE	4	168	57,300	67.9	4.86	330.1	8.82	418,500	3,692	11.18
LANSING-EAST LANSING	6	223	52,000	63.9	5.01	320,7	12.93	306,300	3,960	12.35
HARRISBURG	3	89	45,500	59.9	4.30	257.7	11.76	243,000	2,858	11.09
NEW HAVEN-WEST HAVEN	7	395	45,200	56.1	4.78	268.2	45.40	240,200	10,904	40.66
BRIDGEPORT	3	91	49,500	61.6	4.67	287.9	10.00	242,300	2,422	8.41
BATON ROUGE	4	118	49,100	61.4	4.83	296.7	5.16	384,000	1,980	6.67
JOHNSON CITY-KINGSPORT-B	8	298	47,800	59.5	4.96	294.7	17.28	261,300	4,516	15.32
MOBILE	5	137	46,400	62.2	4.72	293.3	8.11	303,000	2,456	8.37
EL PASO	6	211	44,900	58.3	4.95	288.2	19.64	241,600	4,746	16.47
CANTON	6	229	44,400	59.5	4.72	281.0	16.73	234,900	3,929	13.98
MARKETS 71-80—TOTAL			485,100	61.1	4.78	292.0	14.42	2,875,100	41,463	142.00
MARKETS 1-80—TOTAL			14,161,300	60.2	4.88	293.6	8.84	87,163,200	770,401	2623.98
ALBUQUERQUE	6	273	47,500	63.2	4.83	305.3	17.31	306,600	5,307	17.38
CHATTANOOGA	5	176	51,200	68.3	4.87	332.1	11.11	306,800	3,408	10.26
WICHITA, KS	5	197	51,400	68.3	4.88	333.3	7.06	422,000	2,978	8.93
MCALLEN-BROWNSVILLE	4	113	38,500	62.3	4.69	292.2	9.49	198,200	1,880	6.43
WORCESTER	4	146	40,200	59.0	4.78	282.1	13.24	287,700	3,810	13.51
COLUMBIA, SC	3	77	40,300	58.5	4.62	270.2	9.90	225,900	2,237	8.28

TARGET AUDIENCE: MEN 25-54 (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
DAVENPORT-ROCK IS-MOL	5	184	44,300	83.1	5.04	318.2	20.41	288,400	5,438	17.09
CHARLESTON-N CHARLESTON	4	135	45,000	59.2	4.80	284.5	14.11	219,900	3,103	10.91
LITTLE ROCK-N LITTLE ROCK	4	155	42,700	59.7	4.82	287.3	11.88	402,800	4,777	18.83
BEAUMONT-PORT ARTHUR	7	220	41,400	60.5	4.97	301.0	9.01	288,400	2,580	8.57
MARKETS 81-90—TOTAL			442,500	62.3	4.84	301.2	12.15	2,922,700	35,518	117.92
MARKETS 1-90—TOTAL			14,603,800	60.2	4.88	293.9	8.95	90,085,900	805,919	2742.15
BAKERSFIELD	6	193	42,300	61.7	5.03	310.7	13.10	212,800	2,788	8.97
FT. WAYNE	2	85	41,400	61.0	4.36	265.5	9.81	414,200	4,062	15.30
PEORIA	4	242	43,700	65.7	5.01	329.0	24.22	273,400	6,622	20.13
LAS VEGAS	5	157	45,200	59.3	4.95	293.1	10.25	223,800	2,291	7.82
YORK	3	118	40,300	59.5	4.22	251.0	12.11	243,400	2,948	11.75
SHREVEPORT	4	169	40,400	65.0	4.83	313.8	6.99	395,700	2,767	8.82
LANCASTER	7	406	32,000	51.1	4.77	243.5	33.70	182,600	6,153	25.27
DES MOINES	3	82	39,200	62.1	4.76	295.4	8.27	455,200	3,766	12.75
UTICA-ROME	3	89	34,300	59.3	4.65	275.3	16.58	159,400	2,643	9.60
SARASOTA-BRADENTON	8	445	21,800	59.6	4.99	298.1	66.10	108,800	7,192	24.13
MARKETS 91-100—TOTAL			380,800	60.5	4.75	287.4	15.45	2,869,100	41,232	143.47
MARKETS 1-100—TOTAL			14,984,400	60.3	4.87	293.7	9.13	92,755,000	847,151	2884.41
MADISON	3	82	34,300	58.4	4.65	271.4	6.39	225,200	1,439	5.30
READING	4	144	34,300	60.2	4.85	291.6	16.08	166,200	2,672	9.16
SPOKANE	4	131	36,900	66.3	5.00	331.7	9.49	336,300	3,193	9.63
BINGHAMTON	3	101	36,800	64.8	4.79	310.2	9.65	249,200	2,404	7.75
STOCKTON	8	317	26,800	48.3	4.61	222.5	28.09	123,500	3,469	15.59
LEXINGTON-FAYETTE	3	93	38,100	65.5	4.77	312.9	7.92	264,900	2,099	6.71
HUNTINGTON-ASHLAND	5	122	33,200	60.4	4.87	293.8	13.95	207,600	2,895	9.85
JACKSON, MS	3	118	31,400	59.5	4.61	274.1	10.46	200,700	2,099	7.66
CORPUS CHRISTI	6	325	33,400	61.5	5.04	310.3	19.90	218,800	4,355	14.03
APPLETON-OSHKOSH	5	192	31,300	60.4	4.84	292.7	12.40	199,900	2,478	8.47
MARKETS 101-110—TOTAL			336,500	60.6	4.81	291.2	12.36	2,192,300	27,103	93.07
MARKETS 1-110—TOTAL			15,320,900	60.3	4.87	293.6	9.21	94,947,300	874,254	2977.70
EVANSVILLE	3	86	31,600	62.1	4.81	298.4	13.12	187,000	2,453	8.22
HUNTSVILLE, AL	3	98	34,800	58.8	4.64	272.8	7.67	178,400	1,369	5.02
SALINAS-SEASIDE MONTRY	5	217	27,900	59.2	4.78	283.2	9.24	204,600	1,890	6.67
LAKELAND-WINTER HAVEN	7	216	27,500	56.3	4.83	271.8	14.43	132,900	1,918	7.06
AUGUSTA, GA	5	147	31,800	62.5	4.67	292.1	11.88	199,300	2,368	8.11
SOUTH BEND	3	72	28,800	60.1	4.75	284.8	6.41	180,900	1,159	4.07
PENSACOLA	4	159	29,600	60.7	4.85	294.9	16.21	184,000	2,983	10.12
COLORADO SPRINGS	5	122	31,100	61.9	4.87	302.0	10.41	171,700	1,788	5.92
GREENEVILLE-NW BRN-WASH	7	181	29,300	61.3	4.91	300.8	6.25	255,800	1,599	5.32
ERIE	3	91	31,600	64.7	4.81	311.3	10.59	168,600	1,785	5.73
MARKETS 111-120—TOTAL			304,200	60.7	4.79	290.8	10.36	1,863,200	19,312	66.41
MARKETS 1-120—TOTAL			15,625,100	60.3	4.87	293.6	9.23	96,810,500	893,566	3043.48
KALAMAZOO-PORTAGE	6	241	27,500	57.5	4.77	274.3	19.77	185,900	3,675	13.40
DULUTH-SUPERIOR	5	125	26,900	59.7	4.83	288.0	11.68	189,500	2,214	7.69
ROCKFORD	3	81	30,100	58.6	4.37	255.6	13.28	137,700	1,828	7.15
EUGENE-SPRINGFIELD	5	151	31,200	63.4	5.02	318.1	12.65	200,100	2,531	7.96
CHARLESTON, N CHRLSTON	3	94	29,300	59.5	4.63	275.6	11.06	219,900	2,433	8.83
MONTGOMERY	4	144	31,900	69.7	4.44	309.8	6.60	263,700	1,741	5.62
MELBOURNE-TITUSVILLE-COC	5	177	31,800	58.2	4.86	282.6	8.27	154,600	1,278	4.52
MODESTO	10	367	25,600	59.0	5.04	297.2	22.98	178,600	4,104	13.81
MACON	4	113	26,300	58.5	4.68	273.6	9.11	191,900	1,748	6.39
DAYTONA BEACH	6	178	17,800	59.7	4.76	284.6	19.38	90,500	1,754	6.16
MARKETS 121-130—TOTAL			278,400	60.4	4.73	285.6	12.86	1,812,400	23.306	81.60
MARKETS 1-130—TOTAL			15,903,500	60.3	4.87	293.4	9.30	98,622,900	916,872	3124.99

(Continued)

TARGET AUDIENCE: MEN 25-54 (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
ROANOKE	3	105	27,200	64.2	4.50	288.7	9.17	289,700	2,474	8.57
BOISE	4	151	25,400	61.1	4.83	295.7	8.73	206,400	1,802	6.09
FAYETTEVILLE, NC	3	96	22,300	57.4	4.66	268.0	7.47	144,000	1,076	4.01
COLUMBUS, GA	4	116	23,200	60.2	4.81	290.1	7.11	145,800	1,038	3.58
SAGINAW	4	152	25,400	60.5	4.84	292.9	9.70	186,000	1,804	6.16
SAVANNAH	6	244	22,900	58.9	4.86	286.9	19.80	202,800	4,015	13.99
PORTLAND, ME	3	83	22,000	60.5	4.45	268.7	6.80	235,200	1,600	5.95
LUBBOCK	4	187	21,200	57.8	4.80	277.9	13.22	179,800	2,379	8.56
SPRINGFIELD, MO	2	48	19,700	58.2	4.37	254.4	4.34	167,600	728	2.86
ATLANTIC CITY	5	188	18,100	60.2	4.92	297.0	30.88	94,000	2,903	9.77
MARKETS 131-140—TOTAL			227,400	60.0	4.70	282.1	10.82	1,831,500	19,819	70.26
MARKETS 1-140—TOTAL			16,130,900	60.3	4.87	293.3	9.32	100,454,400	936,691	3193.63
LINCOLN	4	173	20,900	62.5	4.92	308.1	27.40	102,900	2,819	9.15
WHEELING	2	57	19,500	59.9	4.36	261.8	10.25	165,700	1,698	6.49
TOPEKA	4	157	19,800	60.9	4.85	295.4	15.74	147,500	2,321	7.86
ANCHORAGE	4	141	25,200	63.4	4.97	314.8	18.63	156,300	2,912	9.25
TERRE HAUTE	3	107	17,400	62.1	4.38	272.1	16.22	103,600	1,680	6.17
ASHEVILLE	2	58	20,200	63.0	4.22	266.3	10.91	98,200	1,071	4.02
GREEN BAY	2	56	18,500	57.5	4.36	250.6	5.71	158,300	904	3.61
CEDAR RAPIDS	4	106	23,100	69.0	4.89	337.3	12.53	216,100	2,708	8.03
RENO	4	119	18,100	58.2	4.81	279.7	11.98	92,000	1,102	3.94
STEUBENVILLE-WEIRTON	4	217	16,800	55.2	4.64	256.3	30.62	77,900	2,385	8.31
MARKETS 141-150—TOTAL			199,500	61.3	4.66	285.5	14.87	1,318,500	19,600	66.65
MARKETS 1-150—TOTAL			16,330,400	60.3	4.86	293.2	9.40	101,772,900	956,291	3261.57
AMARILLO	3	78	19,500	62.8	4.77	299.0	4.60	201,200	925	3.09
WACO	4	98	15,600	58.2	4.79	279.1	15.06	89,400	1,346	4.82
YAKIMA	3	101	17,700	63.8	4.81	306.1	9.50	93,400	887	2.90
LYNCHBURG, VA	4	206	17,100	61.9	4.71	291.0	17.55	108,700	1,908	6.56
MANCHESTER	4	126	17,000	60.8	4.84	294.6	18.82	104,200	1,961	6.66
TALLAHASSEE	4	124	15,900	62.7	4.92	309.1	14.09	94,100	1,326	4.29
WATERLOO-CEDAR RAPIDS	2	61	16,400	67.4	4.52	305.3	9.73	120,500	1,173	3.84
FARGO-MOORHEAD	2	46	14,300	62.6	4.52	282.1	11.73	158,200	1,855	6.58
ALTOONA	2	57	13,800	60.0	4.43	265.6	13.49	63,900	862	3.25
WICHITA FALLS	3	82	12,800	57.5	4.62	265.8	12.34	80,000	987	3.71
MARKETS 151-160—TOTAL			159,700	61.8	4.70	290.6	11.88	1,113,600	13,230	45.53
MARKETS 1-160—TOTAL			16,490,100	60.3	4.86	293.2	9.42	102,886,500	969,521	3306.69
WILMINGTON, NC	4	110	14,800	58.8	4.80	283.3	9.73	81,000	788	2.78
BLOOMINGTON, IL	2	47	14,000	70.1	4.54	317.5	13.33	70,000	933	2.94
LAFAYETTE, LA	4	84	16,700	69.4	4.89	340.0	7.94	109,900	873	2.57
PUEBLO	3	103	14,100	62.1	4.74	294.3	10.97	76,500	839	2.85
MEDFORD-ASHLAND	4	162	13,100	59.5	4.69	277.8	11.57	103,000	1,192	4.29
RICHLAND-KENWCK-PASCO	4	125	14,700	62.2	4.71	293.6	10.77	77,700	837	2.85
BILLINGS	3	86	12,800	65.2	4.84	314.4	11.80	82,300	971	3.09
SIOUX FALLS, SD	3	88	10,600	57.8	4.44	256.0	7.59	171,800	1,304	5.09
GREAT FALLS	2	53	10,500	63.7	4.54	289.1	5.92	89,000	527	1.82
CASPER, WY	2	39	7,300	60.9	4.48	272.5	15.90	39,000	620	2.28
MARKETS 161-170—TOTAL			128,400	63.0	4.69	295.6	9.87	900,200	8,884	30.05
MARKETS 1-170—TOTAL			16,618,500	60.3	4.86	293.2	9.43	103,786,700	978,405	3336.99
NASSAU-SUFFOLK	17	536	191,800	36.5	4.44	162.1	18.47	851,900	15,731	97.05
ANAHEIM-ST ANA-GAR GR	7	349	51,300	13.6	3.92	53.3	43.13	201,000	8,669	162.65
SAN JOSE	12	469	160,800	60.6	5.12	310.4	14.67	1,145,900	16,805	54.14
NEW BEDFORD-FALL RIVER	8	385	35,500	41.9	4.49	188.0	23.70	159,400	3,777	20.09
MARKETS 171-174—TOTAL			439,400	35.1	4.63	162.5	19.07	2,358,200	44,982	276.81
MARKETS 1-174—TOTAL			17,057,900	59.2	4.85	287.5	9.64	106,144,900	1023,387	3559.61

TARGET AUDIENCE: WOMEN 18+

Population: 57,280,500
Drive through housewife time: Mon.-Fri., 6 am-3 pm
Goal: 300 GRP's, 4 wks, 60 reach/5 freq
Spot distribution: equal
Rate adjustment: -15%

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
NEW YORK	9	242	3,928,700	60.4	5.03	303.8	2.26	21,150,600	47,840	157.47
LOS ANGELES	13	368	2,043,900	60.5	5.14	311.2	3.42	12,177,500	41,693	133.97
CHICAGO	7	155	1,657,800	59.0	4.98	294.1	2.60	10,291,700	26,731	90.89
SAN FRANCISCO	10	362	1,124,400	58.8	4.99	293.3	4.57	6,642,800	30,371	103.55
PHILADELPHIA	8	138	1,102,000	60.0	5.00	300.1	2.50	6,215,400	15,562	51.86
DETROIT	8	212	935,700	59.2	4.91	290.6	3.16	5,126,900	16,192	55.72
BOSTON	6	142	811,700	59.4	4.93	293.1	4.21	5,002,700	21,066	71.87
WASHINGTON, D.C.	10	225	703,100	61.5	5.04	309.7	5.02	3,945,000	19,818	63.99
HOUSTON-GALVESTON	8	194	589,200	60.6	5.06	306.9	4.92	3,233,500	15,917	51.86
DALLAS-FT. WORTH	8	163	602,000	61.0	5.02	306.4	3.41	4,101,100	14,000	45.69
GROUP SUBTOTAL			13,498,500	60.0	5.02	301.5	3.20	77,887,200	249,190	826.50
MARKETS 1-10—TOTAL			13,498,500	60.0	5.02	301.5	3.20	77,887,200	249,190	826.50
ST. LOUIS	5	131	529,100	59.3	4.78	282.3	3.43	2,928,400	10,044	35.58
PITTSBURGH	5	116	543,500	61.1	4.77	291.3	2.72	3,177,800	8,656	29.72
BALTIMORE	6	168	480,700	59.6	4.95	295.2	4.90	2,482,300	12,163	41.20
MINNEAPOLIS-ST. PAUL	5	133	436,900	57.8	4.44	256.6	3.18	2,563,600	8,155	31.78
CLEVELAND	8	215	451,100	61.0	5.08	309.7	4.24	3,260,500	13,811	44.59
SEATTLE-EVERETT-TACOMA	10	261	411,800	59.4	5.03	298.5	4.42	2,497,300	11,047	37.01
ATLANTA	6	164	413,900	61.3	4.89	300.0	5.51	2,278,800	12,550	41.83
SAN DIEGO	11	330	368,100	61.1	5.13	313.2	7.40	1,886,600	13,960	44.57
MIAMI	12	243	360,100	59.4	5.09	302.4	3.63	3,160,900	11,461	37.90
TAMPA-ST. PETERSBURG	7	164	356,400	58.7	4.88	286.5	3.18	2,098,800	6,681	23.32
MARKETS 11-20—TOTAL			4,351,600	59.9	4.89	292.7	4.12	26,335,000	108,528	370.78
MARKETS 1-20—TOTAL			17,850,100	60.0	4.99	299.3	3.43	104,222,200	357,718	1195.18
DENVER-BOULDER	6	153	326,900	58.8	4.94	290.8	4.38	2,048,400	8,963	30.82
PROVIDENCE-WRWCK-PAW	8	137	332,100	60.7	4.88	296.1	3.12	1,715,200	5,347	18.06
MILWAUKEE	5	98	312,200	59.3	4.84	287.0	3.47	1,760,100	6,107	21.28
CINCINNATI	6	126	302,700	59.1	4.89	289.2	4.03	1,908,600	7,688	26.58
BUFFALO	4	84	310,500	63.1	4.92	310.3	3.52	1,755,400	6,186	19.94
KANSAS CITY	6	148	291,900	60.2	4.94	297.6	3.63	2,415,500	8,766	29.46
PHOENIX	8	137	274,800	58.8	4.97	292.2	4.70	1,552,500	7,301	24.99
PORTLAND, OR	8	211	285,800	61.1	5.00	305.6	5.36	1,752,400	9,388	30.72
NORFLK-PORTMOUTH-HMTN	8	201	235,900	58.2	4.92	286.3	3.12	1,355,300	4,229	14.77
INDIANAPOLIS	5	115	249,500	59.1	4.81	284.2	4.09	1,584,400	6,486	22.82
MARKETS 21-30—TOTAL			2,902,300	59.9	4.91	294.0	3.95	17,847,800	70,461	239.66
MARKETS 1-30—TOTAL			20,752,400	60.0	4.98	298.6	3.51	122,070,000	428,179	1433.96
NEW ORLEANS	8	227	254,700	60.9	4.96	301.7	5.79	1,613,200	9,345	30.97
COLUMBUS, OH	5	130	259,700	64.3	5.06	325.4	5.68	1,655,200	9,394	28.87
ROCHESTER, NY	4	117	225,800	61.8	4.83	298.9	6.13	1,213,500	7,443	24.90
FT. LAUR-HOLLYWOOD	10	323	156,400	41.6	4.48	186.4	10.61	1,298,100	13,774	73.89
SACRAMENTO	8	232	206,700	59.4	4.97	295.4	6.13	1,297,800	7,955	26.93
SAN ANTONIO	7	137	210,300	60.7	4.97	301.4	4.52	1,450,400	6,561	21.77
LOUISVILLE	5	148	199,400	60.9	4.93	300.0	5.00	1,325,100	6,623	22.08
MEMPHIS	6	159	198,800	62.0	5.06	313.5	5.66	1,548,600	8,760	27.94
HARTFORD-NEW HAVEN	4	90	189,800	59.9	4.46	267.4	3.29	1,561,100	5,139	19.22
DAYTON	4	90	192,800	62.6	4.90	306.6	4.53	1,154,600	5,233	17.07
MARKETS 31-40—TOTAL			2,094,200	59.3	4.88	289.5	5.68	14,117,600	80,227	277.12
MARKETS 1-40—TOTAL			22,846,600	59.9	4.97	297.7	3.73	136,187,600	508,406	1707.78

(Continued)

TARGET AUDIENCE: WOMEN 18+ (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
BIRMINGHAM	7	211	188,900	60.3	4.91	296.1	4.52	1,115,500	5,041	17.02
ALBANY-SCHENCTDY-TROY	4	127	186,100	60.7	4.84	293.9	5.15	1,126,000	5,800	19.73
GRBORO-WIN SALEM-HI PT	10	244	185,700	61.2	5.00	305.8	6.13	1,240,500	7,600	24.85
NASHVILLE-DAVIDSON	7	167	180,500	60.9	4.96	302.3	4.51	1,254,200	5,660	18.72
TOLEDO	5	116	178,300	61.5	4.91	301.7	3.87	1,004,100	3,885	12.88
SALT LAKE CITY	7	194	167,800	60.9	5.04	306.8	4.94	1,208,200	5,964	19.44
OKLAHOMA CITY	4	100	166,100	57.3	4.75	272.2	3.46	1,195,500	4,139	15.21
HONOLULU	5	169	141,200	57.3	4.77	273.2	4.93	726,300	3,580	13.10
JACKSONVILLE	7	188	152,400	58.8	4.87	286.1	6.28	957,900	6,014	21.02
AKRON	8	191	136,400	55.4	4.71	261.0	7.56	739,800	5,595	21.44
MARKETS 41-50—TOTAL			1,683,400	59.6	4.88	290.7	5.04	10,567,800	53,278	183.27
MARKETS 1-50—TOTAL			24,530,000	59.9	4.96	297.3	3.83	146,755,400	561,684	1889.26
NORTHEAST PA	7	120	158,200	60.1	4.92	295.5	2.88	838,800	2,414	8.17
SYRACUSE	5	130	152,000	63.2	4.90	309.8	3.94	890,000	3,503	11.31
ALNTWN-BETHLEHEM-ESTON	7	142	151,000	61.3	5.05	309.7	3.75	844,700	3,166	10.22
BURLINGTON-PLATTSBURG	18	307	139,700	60.3	5.17	311.4	3.69	747,600	2,757	8.85
RICHMOND	4	88	147,800	61.6	4.79	295.2	4.78	955,300	4,562	15.45
ORLANDO	5	146	140,600	62.4	4.88	304.6	5.88	1,052,000	6,186	20.31
SPRINGFIELD-CHIC-HOLYOKE	4	88	136,100	57.9	4.62	267.3	3.35	682,300	2,283	8.54
TULSA	4	97	131,600	57.4	4.75	273.0	3.11	864,000	2,691	9.86
CHARLOTTE-GASTONIA	5	111	140,800	61.6	4.91	302.4	5.67	1,324,000	7,512	24.84
OMAHA-COUNCIL BLUFFS	3	83	134,300	63.4	4.67	296.0	2.90	1,277,500	3,705	12.52
MARKETS 51-60—TOTAL			1,432,100	60.9	4.87	296.6	4.09	9,476,200	38,779	130.75
MARKETS 1-60—TOTAL			25,962,100	59.9	4.96	297.2	3.84	156,231,600	600,463	2020.40
GRAND RAPIDS	5	85	122,300	58.5	4.72	276.3	3.77	789,500	2,978	10.78
GREENVILLE-SPARTANBURG	6	89	119,100	58.5	4.62	270.2	2.47	864,300	2,134	7.90
YOUNGSTOWN-WARREN	4	76	124,700	62.2	4.75	295.4	2.34	751,000	1,760	5.96
WILMINGTON, DE	7	161	113,500	58.3	4.92	286.7	4.62	570,400	2,635	9.19
PALM BEACH-BOCA RATON	8	155	121,700	59.9	4.86	291.1	4.17	652,400	2,721	9.35
RALEIGH-DURHAM	5	131	114,000	60.3	4.91	295.9	4.97	1,135,400	5,641	19.06
FLINT	6	153	111,100	61.6	5.00	308.1	5.82	607,500	3,534	11.47
AUSTIN, TX	6	133	111,900	60.9	4.92	299.6	3.42	611,100	2,088	6.97
TUCSON	7	211	104,200	60.0	4.96	298.0	6.34	576,400	3,652	12.26
FRESNO	6	135	100,500	58.2	4.95	288.4	5.32	744,800	3,959	13.73
MARKETS 61-70—TOTAL			1,143,000	59.8	4.86	290.5	4.26	7,302,800	31,102	107.06
MARKETS 1-70—TOTAL			27,105,100	59.9	4.95	296.9	3.86	163,534,400	631,565	2127.20
KNOXVILLE	4	87	108,600	62.0	4.79	297.1	2.45	747,400	1,834	6.17
LANSING-EAST LANSING	8	171	100,300	61.4	4.96	304.7	5.02	559,400	2,808	9.22
HARRISBURG	4	90	107,300	63.0	4.32	272.0	3.64	565,500	2,056	7.56
NEW HAVEN-WEST HAVEN	7	164	93,600	55.5	4.75	263.4	10.56	544,300	5,749	21.83
BRIDGEPORT	3	55	104,600	63.9	4.76	304.2	2.69	567,900	1,529	5.03
BATON ROUGE	5	118	99,700	64.1	5.02	322.1	2.89	670,500	1,939	6.02
JOHNSON CITY-KINGSPORT-B	8	176	94,700	60.0	5.07	303.9	3.94	507,700	2,000	6.58
MOBILE	6	174	93,300	60.5	4.65	281.5	4.86	607,300	2,950	10.48
EL PASO	6	154	82,100	58.4	4.87	284.2	6.09	448,400	2,731	9.61
CANTON	4	96	89,400	59.3	4.52	268.2	4.32	429,800	1,855	6.92
MARKETS 71-80—TOTAL			973,600	60.8	4.77	290.2	4.51	5,648,200	25,451	87.70
MARKETS 1-80—TOTAL			28,078,700	60.0	4.95	296.7	3.88	169,182,600	657,016	2214.41
ALBUQUERQUE	7	148	86,700	59.3	4.87	289.1	4.69	591,000	2,770	9.58
CHATTANOOGA	4	88	90,000	59.8	4.33	259.1	3.63	497,600	1,807	6.97
WICHITA, KS	5	114	92,300	63.4	4.91	311.1	3.78	578,500	2,187	7.03
MCALLEN-BROWNSVILLE	3	83	84,400	59.3	4.58	271.7	3.13	436,000	1,365	5.02
WORCESTER	4	84	92,400	62.7	4.82	302.2	3.91	557,500	2,179	7.21
COLUMBIA, SC	5	101	80,500	60.6	4.92	298.3	5.00	546,900	2,734	9.17

TARGET AUDIENCE: WOMEN 18+ (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
DAVENPORT-ROCK IS-MOL	4	97	85,400	61.6	4.91	302.7	5.18	522,300	2,708	8.94
CHARLESTON-N CHARLESTON	4	87	72,300	59.0	4.79	282.5	5.27	380,200	2,002	7.09
LITTLE ROCK-N LITTLE ROCK	5	114	86,700	62.3	4.97	309.5	4.11	839,900	3,455	11.16
BEAUMONT-PORT ARTHUR	8	201	79,700	60.0	5.00	300.1	5.57	456,000	2,542	8.47
MARKETS 81-90—TOTAL			850,400	60.8	4.81	292.5	4.39	5,405,900	23,747	81.19
MARKETS 1-90—TOTAL			28,929,100	60.0	4.94	296.6	3.90	174,588,500	680,763	2295.22
BAKERSFIELD	7	148	79,800	61.6	5.00	308.1	5.46	416,500	2,276	7.39
FT. WAYNE	2	36	80,800	60.3	4.28	257.9	3.14	702,300	2,208	8.56
PEORIA	4	86	84,600	62.9	4.93	310.2	5.19	465,700	2,417	7.79
LAS VEGAS	6	145	74,600	60.1	4.97	299.0	5.60	371,000	2,077	6.95
YORK	4	82	78,600	59.6	4.46	266.0	2.71	654,500	1,771	6.66
SHREVEPORT	5	101	77,000	58.3	4.83	281.7	2.31	741,400	1,716	6.09
LANCASTER	9	163	73,800	56.7	4.91	278.8	5.80	385,700	2,237	8.02
DES MOINES	4	88	80,900	63.1	4.86	306.9	3.56	1,007,400	3,586	11.68
UTICA-ROME	4	83	73,900	60.6	4.92	298.0	6.20	379,100	2,349	7.88
SARASOTA-BRADENTON	11	244	80,700	59.8	5.00	299.3	8.88	415,400	3,690	12.33
MARKETS 91-100—TOTAL			784,700	60.3	4.82	290.4	4.39	5,539,000	24,327	83.77
MARKETS 1-100—TOTAL			29,713,800	60.0	4.94	296.4	3.91	180,127,500	705,090	2378.85
MADISON	5	125	71,800	60.2	4.84	291.6	5.05	375,100	1,896	6.50
READING	5	104	68,400	55.4	4.70	260.2	5.45	321,400	1,753	6.74
SPOKANE	6	139	71,900	61.0	4.95	302.0	4.62	522,000	2,412	7.99
BINGHAMTON	4	101	72,100	62.7	4.88	305.7	6.05	377,900	2,286	7.48
STOCKTON	9	263	52,400	47.9	4.64	222.2	12.63	242,900	3,069	13.81
LEXINGTON-FAYETTE	3	73	68,100	58.9	4.63	272.6	3.22	482,800	1,554	5.70
HUNTINGTON-ASHLAND	5	83	66,300	58.7	4.83	283.5	3.96	414,800	1,642	5.79
JACKSON, MS	4	96	67,300	61.0	4.85	296.2	2.78	702,700	1,953	6.59
CORPUS CHRISTI	5	110	61,500	59.6	4.91	292.8	3.76	369,200	1,389	4.74
APPLETON-OSHKOSH	4	94	60,500	57.5	4.75	273.3	2.96	378,400	1,121	4.10
MARKETS 101-110—TOTAL			660,300	58.3	4.80	280.1	4.56	4,187,200	19,075	68.10
MARKETS 1-110—TOTAL			30,374,100	60.0	4.94	296.1	3.93	184,314,700	724,165	2445.68
EVANSVILLE	3	65	63,700	58.1	4.65	270.4	4.45	373,100	1,659	6.14
HUNTSVILLE, AL	6	144	61,700	58.5	4.87	285.2	4.86	328,000	1,595	5.59
SALINAS-SEASIDE MONTRY	8	204	57,200	60.9	4.97	302.8	4.14	380,800	1,575	5.20
LAKELAND-WINTER HAVEN	8	238	60,000	56.4	4.96	279.8	6.76	312,000	2,109	7.54
AUGUSTA, GA	5	99	58,700	58.0	4.66	270.5	4.27	376,100	1,607	5.94
SOUTH BEND	3	60	62,000	61.2	4.73	289.7	2.32	439,800	1,020	3.52
PENSACOLA	5	110	59,700	59.8	4.92	294.3	6.60	329,300	2,173	7.38
COLORADO SPRINGS	6	125	59,000	63.7	5.01	318.7	5.39	309,600	1,669	5.24
GREENEVILLE-NW BRN-WASH	9	297	60,800	61.4	5.06	310.2	4.38	543,800	2,380	7.67
ERIE	3	76	63,700	62.1	4.75	294.9	4.33	321,300	1,391	4.72
MARKETS 111-120—TOTAL			606,500	59.9	4.86	291.0	4.63	3,713,800	17,178	59.03
MARKETS 1-120—TOTAL			30,980,600	60.0	4.94	296.0	3.94	188,028,500	741,343	2504.54
KALAMAZOO-PORTAGE	3	98	63,300	62.5	4.72	295.5	6.45	372,500	2,403	8.13
DULUTH-SUPERIOR	4	79	55,600	57.6	4.59	264.4	4.30	312,800	1,346	5.09
ROCKFORD	3	72	56,900	58.4	4.43	258.3	5.01	284,100	1,424	5.51
EUGENE-SPRINGFIELD	5	136	56,400	60.6	4.94	299.2	6.59	336,100	2,216	7.41
CHARLESTON, N CHRLSTON	4	84	59,000	60.4	4.85	292.6	4.86	489,900	2,380	8.13
MONTGOMERY	6	131	60,100	62.0	4.65	288.2	4.52	384,800	1,740	6.04
MELBOURNE-TITUSVILLE-COC	10	253	52,500	60.6	4.98	302.0	6.91	261,500	1,807	5.98
MODESTO	9	218	53,400	59.9	5.04	301.5	7.30	334,800	2,443	8.10
MACON	5	112	50,300	57.4	4.77	273.6	4.40	360,300	1,584	5.79
DAYTONA BEACH	7	146	55,200	59.4	4.76	282.3	4.97	274,700	1,364	4.83
MARKETS 121-130—TOTAL			562,700	59.9	4.77	285.6	5.48	3,411,500	18,707	65.50
MARKETS 1-130—TOTAL			31,543,300	60.0	4.93	295.8	3.97	191,440,000	780,050	2569.47

(Continued)

TARGET AUDIENCE: WOMEN 18+ (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
ROANOKE	4	88	57,500	65.0	4.82	313.4	4.19	461,200	1,931	6.16
BOISE	5	124	51,300	61.5	4.97	306.0	4.52	326,500	1,476	4.82
FAYETTEVILLE, NC	4	98	45,200	66.1	5.08	336 0	3.51	292,400	1,025	3.05
COLUMBUS, GA	5	127	52,200	63.9	5.04	322.0	3.74	393,600	1,471	4.57
SAGINAW	5	121	47,100	59.3	4.85	287.9	4.19	385,500	1,616	5.61
SAVANNAH	6	117	48,300	62.7	4.96	311.0	6.29	318,500	2,004	6.44
PORTLAND, ME	8	103	47,300	60.3	4.84	291.5	4.23	489,700	2,072	7.11
LUBBOCK	5	110	45,300	60.6	4.96	300.1	4.19	323,300	1,355	4.52
SPRINGFIELD, MO	3	65	44,000	57.9	4.66	269.9	2.42	452,300	1,095	4.06
ATLANTIC CITY	6	128	48,000	62.4	5.05	314.8	7.06	291,900	2,061	6.55
MARKETS 131-140—TOTAL			486,200	62.0	4.93	305.3	4.31	3,734,900	16,106	52.75
MARKETS 1-140—TOTAL			32,029,500	60.0	4.93	295.9	3.98	195,174,900	776,156	2623.03
LINCOLN	4	86	45,700	62.9	4.92	309.2	6.38	226,900	1,448	4.68
WHEELING	3	62	42,600	58.7	4.69	275.3	3.53	364,500	1,286	4.67
TOPEKA	4	99	45,400	63.9	4.95	316.0	5.08	303,200	1,539	4.87
ANCHORAGE	4	81	34,300	61.3	4.80	294.6	10.58	187,300	1,982	6.73
TERRE HAUTE	4	83	42,700	63.4	4.63	293.5	4.98	230,700	1,148	3.91
ASHEVILLE	2	43	41,600	60.8	4.39	266.6	3.66	202,200	740	2.78
GREEN BAY	3	65	40,400	64.4	4.77	307.3	4.09	334,100	1,365	4.44
CEDAR RAPIDS	3	86	39,100	61.2	4.59	281.1	4.59	367,600	1,686	6.00
RENO	5	112	35,300	59.1	4.91	290.5	5.99	206,100	1,235	4.25
STEUBENVILLE-WEIRTON	4	112	31,800	52.1	4.62	241.0	7.61	147,000	1,118	4.64
MARKETS 141-150—TOTAL			398,900	60.9	4.73	287.9	5.27	2,569,600	13,547	47.05
MARKETS 1-150—TOTAL			32,428,4[illegible]	60.0	4.93	295.8	3.99	197,744,500	789,703	2669.72
AMARILLO	4	95	38,300	63.5	4.93	313.1	3.07	381,700	1,171	3.74
WACO	4	87	37,300	61.0	4.83	294.6	5.99	205,900	1,234	4.19
YAKIMA	3	49	34,000	58.9	4.66	274.4	2.69	158,600	426	1.55
LYNCHBURG, VA	6	128	36,100	60.3	4.91	296.3	6.27	189,200	1,187	4.01
MANCHESTER	4	92	35,300	62.4	4.86	303.9	6.94	212,500	1,474	4.85
TALLAHASSEE	4	106	32,800	58.2	4.71	274.1	5.02	227,500	1,142	4.17
WATERLOO-CEDAR RAPIDS	2	41	33,100	63.9	4.42	282.2	3.79	203,400	771	2.73
FARGO-MOORHEAD	3	58	32,300	64.6	4.82	311.6	5.51	300,800	1,658	5.32
ALTOONA	3	67	34,600	65.2	4.88	317.9	4.88	182,000	889	2.80
WICHITA FALLS	3	89	28,700	58.0	4.70	273.1	5.23	210,200	1,099	4.02
MARKETS 151-160—TOTAL			342,500	61.6	4.78	294.2	4.86	2,271,800	11,051	37.56
MARKETS 1-160—TOTAL			32,770,900	60.0	4.93	295.8	4.00	200,016,300	800,754	2707.08
WILMINGTON, NC	6	137	30,000	60.7	5.01	303.8	6.20	191,500	1,188	3.91
BLOOMINGTON, IL	1	16	30,100	59.4	3.88	230.4	3.46	129,600	449	1.95
LAFAYETTE, LA	3	56	26,900	57.7	4.42	254.8	3.40	182,000	619	2.43
PUEBLO	5	104	27,600	60.9	4.93	300.0	5.22	166,400	869	2.90
MEDFORD-ASHLAND	5	81	28,600	64.8	4.92	318.8	5.46	168,600	921	2.89
RICHLAND-KENWCK-PASCO	4	61	24,100	58.3	4.61	268.8	4.70	124,700	586	2.18
BILLINGS	3	60	21,900	57.9	4.61	266.2	4.53	138,300	626	2.35
SIOUX FALLS, SD	3	62	22,400	57.8	4.38	253.2	4.15	182,600	757	2.99
GREAT FALLS	3	70	19,700	67.6	4.93	332.5	4.29	162,400	697	2.10
CASPER, WY	3	50	15,800	71.8	4.95	355.5	7.79	95,000	740	2.08
MARKETS 161-170—TOTAL			247,100	61.0	4.65	283.3	4.84	1,541,100	7,452	26.30
MARKETS 1-170—TOTAL			33,018,000	60.0	4.93	295.7	4.01	201,557,400	808,206	2733.20
NASSAU-SUFFOLK	17	364	398,600	40.4	4.55	184.0	6.22	1,806,100	11,226	61.01
ANAHEIM-ST ANA-GAR GR	7	210	127,300	19.5	4.09	79.8	13.47	520,600	7,014	87.89
SAN JOSE	16	398	218,600	48.5	4.75	230.4	9.15	1,499,100	13,715	59.53
NEW BEDFORD-FALL RIVER	8	155	84,100	45.8	4.69	214.7	3.98	394,400	1,569	7.31
MARKETS 171-174—TOTAL			826,600	36.4	4.55	165.7	7.94	4,220,200	33,524	202.32
MARKETS 1-174—TOTAL			33,844,600	59.1	4.92	290.6	4.09	205,777,600	841,730	2896.52

TARGET AUDIENCE: WOMEN 18-34

Population: 22,749,400
Drive through housewife time: Mon.-Fri., 6 am-3 pm
Goal: 300 GRP's, 4 wks, 60 reach/5 freq
Spot distribution: equal
Rate adjustment: -15%

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
NEW YORK	6	184	1,429,700	60.7	4.97	301.8	4.40	7,626,100	33,549	111.16
LOS ANGELES	10	320	823,900	60.2	5.08	305.7	6.56	5,104,400	33,508	109.61
CHICAGO	8	229	685,100	61.1	5.05	308.9	5.86	3,970,800	23,267	75.32
SAN FRANCISCO	8	338	478,700	60.6	4.92	298.3	10.75	2,546,000	27,379	91.78
PHILADELPHIA	7	187	405,500	60.0	4.96	297.6	4.55	2,451,100	11,160	37.50
DETROIT	6	192	377,300	59.2	4.81	284.6	6.72	1,978,200	13,297	46.72
BOSTON	7	166	329,900	62.3	5.02	313.0	7.04	2,240,700	15,779	50.41
WASHINGTON, D.C.	6	150	314,900	59.8	4.81	287.4	6.44	1,688,900	10,881	37.86
HOUSTON-GALVESTON	6	195	285,500	60.7	5.00	303.7	11.29	1,418,400	16,016	52.74
DALLAS-FT. WORTH	7	191	271,400	62.0	5.01	310.4	7.69	1,509,800	11,613	37.41
GROUP SUBTOTAL			5,381,900	60.6	4.98	301.8	6.43	30,534,400	196,449	650.92
MARKETS 1-10—TOTAL			5,381,900	60.6	4.98	301.8	6.43	30,534,400	196,449	650.92
ST. LOUIS	5	142	202,500	57.9	4.77	276.2	8.83	1,114,600	9,840	35.63
PITTSBURGH	6	148	188,000	62.9	4.98	313.1	7.00	1,156,000	8,090	25.84
BALTIMORE	5	164	200,500	62.7	4.98	312.4	9.01	1,044,400	9,406	30.11
MINNEAPOLIS-ST. PAUL	7	189	207,500	59.5	4.89	291.0	7.88	1,339,400	10,549	36.25
CLEVELAND	5	159	173,900	62.1	4.99	310.1	6.07	1,665,000	10,113	32.61
SEATTLE-EVERETT-TACOMA	8	246	182,800	61.4	5.02	308.2	7.98	1,102,200	8,798	28.55
ATLANTA	4	103	183,000	59.0	4.54	267.7	7.20	942,600	6,786	25.35
SAN DIEGO	7	241	151,300	61.2	4.96	303.8	13.21	751,200	9,926	32.67
MIAMI	9	217	104,100	52.9	4.82	255.1	9.50	1,029,100	9,772	38.31
TAMPA-ST. PETERSBURG	5	147	98,400	60.9	4.94	301.1	13.86	641,400	8,890	29.53
MARKETS 11-20—TOTAL			1,692,000	60.2	4.89	294.3	8.55	10,785,900	92,170	313.18
MARKETS 1-20—TOTAL			7,073,900	60.5	4.96	300.0	6.98	41,320,300	288,619	962.06
DENVER-BOULDER	4	161	143,700	57.5	4.80	276.1	8.62	862,700	7,434	26.93
PROVIDENCE-WRWCK-PAW	3	91	112,200	58.7	4.63	271.7	7.63	546,900	4,174	15.36
MILWAUKEE	5	139	125,300	59.8	4.80	286.9	5.94	810,700	4,819	16.80
CINCINNATI	4	107	116,700	58.8	4.74	278.9	9.38	690,500	6,478	23.23
BUFFALO	3	98	115,800	65.4	4.82	315.5	7.20	797,100	5,738	18.18
KANSAS CITY	5	161	123,200	61.9	4.99	309.0	7.76	935,600	7,259	23.49
PHOENIX	6	147	110,800	59.9	4.94	295.7	11.43	597,400	6,828	23.09
PORTLAND, OR	5	190	107,800	62.4	4.82	300.7	10.55	734,500	7,752	25.78
NORFLK-PORTMOUTH-HMTN	8	334	113,900	61.9	5.03	311.3	12.37	607,500	7,515	24.14
INDIANAPOLIS	5	152	106,600	62.2	4.83	300.2	8.33	722,200	6,017	20.04
MARKETS 21-30—TOTAL			1,176,000	60.7	4.84	293.6	8.76	7,305,100	64,012	218.02
MARKETS 1-30—TOTAL			8,249,900	60.5	4.94	299.1	7.25	48,625,400	352,631	1178.97
NEW ORLEANS	5	164	102,000	58.9	4.65	273.6	9.65	632,200	6,100	22.30
COLUMBUS, OH	4	135	119,000	65.3	4.97	324.7	11.98	705,600	8,454	26.04
ROCHESTER, NY	4	132	88,300	61.1	4.81	294.0	11.28	475,700	5,364	18.24
FT. LAUR-HOLLYWOOD	6	291	61,700	58.5	4.77	279.4	18.03	740,100	13,347	47.77
SACRAMENTO	5	183	86,800	60.1	4.65	279.7	9.44	443,000	4,182	14.95
SAN ANTONIO	3	85	86,200	59.5	4.65	276.4	7.28	603,400	4,395	15.90
LOUISVILLE	4	137	85,000	65.0	5.00	325.3	9.23	599,600	5,536	17.02
MEMPHIS	5	136	80,300	59.4	4.89	290.5	9.23	646,400	5,964	20.53
HARTFORD-NEW HAVEN	7	265	75,900	62.9	4.94	310.9	8.93	932,100	8,322	26.77
DAYTON	6	154	77,400	58.9	4.81	283.2	9.20	431,200	3,965	14.00
MARKETS 31-40—TOTAL			862,600	61.1	4.82	294.1	10.57	6,209,300	65,629	223.15
MARKETS 1-40—TOTAL			9,112,500	60.6	4.93	298.6	7.63	54,834,700	418,260	1400.74

(Continued)

TARGET AUDIENCE: WOMEN 18-34 (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
BIRMINGHAM	5	165	73,500	63.3	4.78	302.3	8.77	453,500	3,978	13.16
ALBANY-SCHENCTDY-TROY	3	114	71,400	65.4	4.82	315.3	10.31	386,400	4,004	12.70
GRBORO-WIN SALEM-HI PT	7	224	72,100	58.7	4.92	288.5	12.66	465,900	5,896	20.44
NASHVILLE-DAVIDSON	5	119	73,800	61.0	4.95	302.1	7.68	451,800	3,472	11.49
TOLEDO	5	144	71,400	62.2	4.98	309.5	9.53	441,900	4,210	13.60
SALT LAKE CITY	5	223	75,600	59.7	4.92	293.5	14.93	434,500	6,486	22.10
OKLAHOMA CITY	4	105	75,300	61.3	4.71	288.9	6.46	532,600	3,438	11.90
HONOLULU	4	148	70,400	60.5	4.83	292.3	8.41	357,400	3,006	10.28
JACKSONVILLE	5	163	68,500	64.9	4.98	323.3	9.81	449,100	4,407	13.63
AKRON	2	77	15,900	15.6	3.84	59.9	34.27	76,400	2,618	43.71
MARKETS 41-50—TOTAL			667,900	57.7	4.85	279.9	10.25	4,051,500	41,515	148.32
MARKETS 1-50—TOTAL			9,780,400	60.4	4.92	297.3	7.81	58,886,200	459,775	1546.50
NORTHEAST PA	3	73	48,000	61.5	4.66	286.3	8.39	248,200	2,083	7.28
SYRACUSE	3	91	63,200	65.7	4.80	315.2	7.24	420,200	3,043	9.65
ALNTWN-BETHLEHEM-ESTON	4	88	45,200	55.0	4.71	259.1	8.36	222,400	1,860	7.18
BURLINGTON-PLATTSBURG	17	531	58,100	60.2	5.11	307.7	14.38	295,800	4,254	13.83
RICHMOND	5	212	59,700	60.5	4.78	289.1	14.24	411,600	5,860	20.27
ORLANDO	3	109	48,100	58.6	4.16	244.0	13.57	321,100	4,357	17.86
SPRINGFIELD-CHIC-HOLYOKE	2	66	54,600	59.4	4.38	259.8	8.66	245,600	2,127	8.19
TULSA	4	119	53,200	59.4	4.78	283.6	7.39	340,800	2,518	8.88
CHARLOTTE-GASTONIA	3	90	57,600	60.5	4.67	282.4	11.25	654,300	7,364	26.08
OMAHA-COUNCIL BLUFFS	2	54	52,800	57.4	4.36	250.7	4.65	505,800	2,351	9.38
MARKETS 51-60—TOTAL			538,500	59.9	4.65	278.5	9.77	3,665,800	35,817	128.61
MARKETS 1-60—TOTAL			10,318,900	60.4	4.91	296.3	7.92	62,552,000	495,592	1672.60
GRAND RAPIDS	5	121	55,500	63.1	4.92	310.2	6.88	401,100	2,758	8.89
GREENVILLE-SPARTANBURG	3	57	47,600	57.8	4.38	253.0	4.44	295,100	1,311	5.18
YOUNGSTOWN-WARREN	2	50	43,900	59.5	4.44	264.6	6.31	222,500	1,403	5.30
WILMINGTON, DE	2	45	31,200	38.7	4.14	160.4	7.44	135,800	1,010	6.30
PALM BEACH-BOCA RATON	5	199	23,800	39.8	4.37	173.7	33.71	110,200	3,715	21.39
RALEIGH-DURHAM	3	87	50,200	58.0	4.64	268.8	7.21	480,400	3,464	12.89
FLINT	6	207	48,300	60.5	4.86	294.0	12.29	261,000	3,208	10.91
AUSTIN, TX	4	89	57,700	61.5	4.89	300.7	6.41	284,400	1,822	6.06
TUCSON	4	150	45,600	61.5	4.89	300.4	10.94	259,800	2,843	9.46
FRESNO	5	140	43,000	62.3	4.93	307.4	15.96	270,000	4,308	14.01
MARKETS 61-70—TOTAL			446,800	56.7	4.69	265.8	9.50	2,720,300	25,842	97.22
MARKETS 1-70—TOTAL			10,765,700	60.2	4.90	294.9	7.99	65,272,300	521,434	1768.17
KNOXVILLE	3	91	42,100	61.9	4.67	289.0	5.05	426,400	2,152	7.45
LANSING-EAST LANSING	3	61	47,900	58.6	4.41	258.4	5.29	247,700	1,311	5.07
HARRISBURG	4	116	37,300	59.7	4.62	275.5	13.07	216,300	2,828	10.26
NEW HAVEN-WEST HAVEN	4	98	33,300	51.6	4.41	227.8	18.95	189,000	3,581	15.72
BRIDGEPORT	0	0	000	.0	.00	.0		000	0	9
BATON ROUGE	3	65	42,900	58.0	4.62	268.1	5.59	248,000	1,386	5.17
JOHNSON CITY-KINGSPORT-E	6	164	37,500	60.4	4.88	294.5	7.87	195,200	1,537	5.22
MOBILE	4	116	36,100	62.5	4.47	279.0	7.83	257,000	2,013	7.22
EL PASO	6	180	38,100	58.7	4.81	282.1	8.52	233,000	1,986	7.04
CANTON	5	188	19,200	33.7	4.21	141.9	20.45	93,800	1,918	13.52
MARKETS 71-80—TOTAL			338,400	56.5	4.58	258.9	8.88	2,108,400	18,712	72.28
MARKETS 1-80—TOTAL			11,102,100	60.1	4.89	293.8	8.02	67,378,700	540,146	1838.48
ALBUQUERQUE	5	135	39,800	60.7	4.83	293.4	10.94	267,500	2,926	9.97
CHATTANOOGA	5	145	35,400	60.8	4.61	279.8	14.13	257,000	3,631	12.98
WICHITA, KS	4	109	41,800	69.5	4.93	342.6	7.57	243,600	1,845	5.39
MCALLEN-BROWNSVILLE	5	147	36,200	60.9	4.84	295.1	8.99	200,100	1,798	6.09
WORCESTER	2	49	21,300	42.1	4.21	177.4	10.15	119,000	1,208	6.81
COLUMBIA, SC	5	135	37,300	61.8	5.01	309.6	10.74	284,600	3,058	9.88

TARGET AUDIENCE: WOMEN 18-34 (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
DAVENPORT-ROCK IS-MOL	3	92	35,100	64.4	4.78	307.9	12.62	213,200	2,691	8.74
CHARLESTON-N CHARLESTON	4	105	34,500	60.6	4.84	293.0	13.11	180,800	2,368	8.08
LITTLE ROCK-N LITTLE ROCK	3	85	39,200	68.1	4.89	333.0	6.27	498,600	3,126	9.39
BEAUMONT-PORT ARTHUR	5	154	30,400	59.6	4.84	288.4	12.03	161,400	1,942	6.73
MARKETS 81-90—TOTAL			351,000	61.1	4.80	293.7	10.14	2,425,600	24,593	83.74
MARKETS 1-90—TOTAL			11,453,100	60.1	4.89	293.8	8.09	69,804,300	564,739	1922.19
BAKERSFIELD	3	104	34,000	66.3	4.80	318.1	10.20	176,100	1,796	5.65
FT. WAYNE	3	69	33,000	60.8	4.62	279.6	7.05	250,500	1,765	6.31
PEORIA	3	71	30,800	58.8	4.61	270.8	9.07	160,500	1,456	5.38
LAS VEGAS	4	104	36,400	65.1	4.96	323.3	8.91	180,700	1,610	4.98
YORK	6	171	27,400	56.8	4.83	274.1	8.56	344,800	2,953	10.77
SHREVEPORT	4	97	30,700	60.1	4.79	288.0	8.64	220,800	1,907	6.62
LANCASTER	3	42	19,700	39.8	4.31	171.5	6.18	89,300	552	3.22
DES MOINES	4	114	33,500	63.1	4.86	306.4	10.67	291,900	3,115	10.17
UTICA-ROME	3	71	24,700	58.7	4.66	274.0	15.60	129,000	2,012	7.34
SARASOTA-BRADENTON	2	66	10,400	39.4	4.10	162.0	31.06	42,600	1,323	8.17
MARKETS 91-100—TOTAL			280,600	57.9	4.71	273.1	9.80	1,886,200	18,489	67.70
MARKETS 1-100—TOTAL			11,733,700	60.1	4.88	293.3	8.14	71,690,500	583,228	1988.50
MADISON	6	205	38,200	60.5	4.95	299.2	10.96	212,500	2,330	7.79
READING	1	68	7,200	17.5	3.78	66.0	48.86	27,200	1,329	20.14
SPOKANE	3	96	29,800	65.4	4.78	312.1	8.52	211,700	1,803	5.78
BINGHAMTON	3	119	24,800	59.1	4.66	275.0	16.17	147,300	2,382	8.66
STOCKTON	6	215	24,500	58.3	4.78	278.8	20.84	117,100	2,440	8.75
LEXINGTON-FAYETTE	3	82	34,600	64.4	4.79	308.0	6.77	260,300	1,763	5.72
HUNTINGTON-ASHLAND	4	75	27,100	64.1	4.79	307.8	6.86	196,900	1,351	4.39
JACKSON, MS	4	133	29,200	61.5	4.84	297.7	6.34	356,900	2,264	7.60
CORPUS CHRISTI	3	76	26,900	61.1	4.67	284.8	7.47	138,800	1,037	3.64
APPLETON-OSHKOSH	4	111	26,500	58.7	4.57	267.9	8.89	154,900	1,377	5.14
MARKETS 101-110—TOTAL			268,800	57.6	4.74	273.3	9.91	1,823,600	18,076	66.14
MARKETS 1-110—TOTAL			12,002,500	60.0	4.88	292.8	8.18	73,514,100	601,304	2053.63
EVANSVILLE	2	45	24,100	61.7	4.47	276.2	6.20	161,700	1,002	3.63
HUNTSVILLE, AL	4	142	27,600	58.2	4.66	270.5	12.36	141,300	1,747	6.46
SALINAS-SEASIDE MONTRY	3	78	23,700	60.5	4.22	254.8	3.81	156,800	597	2.34
LAKELAND-WINTER HAVEN	2	60	4,700	12.5	3.87	48.8	24.07	18,200	438	8.98
AUGUSTA, GA	3	46	26,100	59.7	4.34	259.0	6.70	153,200	1,027	3.97
SOUTH BEND	2	47	24,100	65.0	4.46	290.8	3.81	196,700	750	2.58
PENSACOLA	5	128	26,500	59.1	4.81	284.6	10.41	173,900	1,811	6.36
COLORADO SPRINGS	4	93	28,200	63.9	4.82	307.2	8.10	149,500	1,211	3.94
GREENEVILLE-NW BRN-WASH	6	225	24,400	60.6	4.80	290.6	9.36	211,200	1,976	6.80
ERIE	2	59	26,000	67.5	4.55	307.5	7.97	132,200	1,053	3.42
MARKETS 111-120—TOTAL			235,400	57.2	4.56	260.8	7.77	1,494,700	11,612	44.52
MARKETS 1-120—TOTAL			12,237,900	59.9	4.87	292.2	8.17	75,008,800	612,916	2097.59
KALAMAZOO-PORTAGE	2	129	26,100	55.8	4.02	224.8	14.68	118,200	1,735	7.72
DULUTH-S'JPERIOR	3	60	22,800	65.3	4.54	296.6	7.72	125,000	965	3.25
ROCKFORD	2	53	25,600	62.5	4.38	273.8	9.34	138,000	1,289	4.71
EUGENE-SPRINGFIELD	4	111	26,400	62.2	4.88	302.8	11.13	152,700	1,699	5.61
CHARLESTON, N CHRLSTON	3	65	22,000	61.7	4.70	290.7	16.93	125,500	2,125	7.31
MONTGOMERY	2	38	21,800	58.3	3.75	218.4	6.57	100,700	662	3.03
MELBOURNE-TITUSVILLE-COC	5	178	20,900	55.6	4.45	247.3	15.69	93,000	1,459	5.90
MODESTO	4	104	20,500	61.1	4.81	293.5	15.29	100,200	1,532	5.22
MACON	4	129	22,200	60.9	4.78	291.0	11.19	156,800	1,754	6.03
DAYTONA BEACH	3	65	10,700	45.8	4.45	203.4	14.83	47,800	706	3.47
MARKETS 121-130—TOTAL			219,000	59.3	4.47	265.5	12.03	1,157,700	13,926	52.45
MARKETS 1-130—TOTAL			[illegible],456,900	59.9	4.87	291.7	8.23	76,166,500	626,842	2148.93

(Continued)

TARGET AUDIENCE: WOMEN 18-34 (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
ROANOKE	3	65	23,900	72.6	4.64	337.1	7.36	211,700	1,559	4.62
BOISE	4	140	20,500	60.3	4.81	290.0	9.93	119,000	1,182	4.08
FAYETTEVILLE, NC	3	81	21,800	57.8	4.62	265.7	6.02	146,300	880	3.31
COLUMBUS, GA	3	105	21,200	57.2	4.66	266.0	6.83	169,500	1,158	4.35
SAGINAW	4	139	21,300	63.5	4.93	312.5	9.97	191,500	1,909	6.11
SAVANNAH	4	89	17,700	57.5	4.63	265.9	16.51	89,100	1,471	5.53
PORTLAND, ME	5	144	14,600	51.2	4.47	229.1	25.19	88,300	2,224	9.71
LUBBOCK	3	98	21,800	58.5	4.69	274.0	8.62	149,000	1,285	4.69
SPRINGFIELD, MO	2	44	20,100	62.9	4.44	278.8	5.42	147,700	801	2.87
ATLANTIC CITY	4	84	13,000	59.2	4.78	282.3	8.98	96,700	868	3.07
MARKETS 131-140—TOTAL			195,900	60.1	4.67	280.7	9.47	1,408,800	13,337	47.51
MARKETS 1-140—TOTAL			12,652,800	59.9	4.86	291.5	8.25	77,575,300	640,179	2196.15
LINCOLN	4	137	20,300	59.2	4.65	275.2	12.98	105,100	1,364	4.96
WHEELING	3	65	14,500	61.8	4.66	287.7	10.58	85,100	900	3.13
TOPEKA	3	85	17,500	62.4	4.61	287.9	11.88	96,800	1,150	3.99
ANCHORAGE	3	67	19,600	60.1	4.64	279.1	13.77	102,700	1,414	5.07
TERRE HAUTE	2	62	7,700	31.8	4.03	127.6	27.19	31,000	843	6.61
ASHEVILLE	2	44	14,800	63.6	4.41	281.5	7.76	65,300	507	1.80
GREEN BAY	2	55	18,000	65.1	4.53	294.2	8.09	144,500	1,169	3.97
CEDAR RAPIDS	3	80	19,700	69.2	4.86	337.3	8.12	150,300	1,221	3.62
RENO	3	80	14,000	59.0	4.76	281.4	13.53	69,400	939	3.34
STEUBENVILLE-WEIRTON	3	101	11,200	53.0	4.47	236.3	19.98	50,100	1,001	4.24
MARKETS 141-150—TOTAL			157,300	58.9	4.60	271.3	11.67	900,300	10,508	38.73
MARKETS 1-150—TOTAL			12,810,100	59.9	4.86	291.3	8.29	78,475,600	650,687	2233.73
AMARILLO	3	95	16,800	65.5	4.80	314.8	7.71	120,200	927	2.94
WACO	2	44	9,900	45.9	4.17	192.1	10.76	43,400	467	2.43
YAKIMA	3	58	12,700	60.5	4.69	283.3	6.66	61,600	410	1.45
LYNCHBURG, VA	3	62	14,200	59.7	4.56	272.3	9.90	68,100	674	2.48
MANCHESTER	1	22	6,500	31.0	3.72	115.2	11.91	33,000	393	3.41
TALLAHASSEE	3	79	20,400	64.8	4.73	306.0	5.88	144,000	847	2.77
WATERLOO-CEDAR RAPIDS	2	52	16,000	69.8	4.44	310.5	8.24	95,000	783	2.52
FARGO-MOORHEAD	2	65	14,600	61.5	4.49	275.2	14.44	68,200	985	3.58
ALTOONA	2	48	10,800	63.7	4.37	277.6	12.81	58,700	752	2.71
WICHITA FALLS	2	80	11,300	58.8	4.44	261.5	10.48	89,000	933	3.57
MARKETS 151-160—TOTAL			133,200	58.6	4.51	264.3	9.18	781,200	7,171	27.13
MARKETS 1-160—TOTAL			12,943,300	59.9	4.86	291.0	8.30	79,256,800	657,858	2260.68
WILMINGTON, NC	5	136	10,500	56.3	4.77	267.9	16.86	63,600	1,072	4.00
BLOOMINGTON, IL	1	22	11,600	46.6	3.79	176.7	6.38	52,800	337	1.91
LAFAYETTE, LA	3	75	13,800	61.5	4.49	276.3	6.70	123,800	829	3.00
PUEBLO	3	68	10,200	58.5	4.50	263.8	11.00	53,800	592	2.24
MEDFORD-ASHLAND	3	43	10,600	64.4	4.50	289.1	9.10	50,200	457	1.58
RICHLAND-KENWCK-PASCO	4	67	10,700	65.5	4.82	316.6	10.84	58,200	609	1.92
BILLINGS	2	36	11,300	70.7	4.56	321.9	5.55	60,000	333	1.03
SIOUX FALLS, SD	3	72	10,000	62.4	4.48	280.0	8.53	93,300	796	2.84
GREAT FALLS	2	57	8,400	64.9	4.52	292.3	10.70	51,300	549	1.88
CASPER, WY	2	37	6,000	64.0	4.40	283.9	17.41	32,800	571	2.01
MARKETS 161-170—TOTAL			103,100	60.5	4.48	270.8	9.63	637,800	6,145	22.69
MARKETS 1-170—TOTAL			13,046,400	59.9	4.85	290.8	8.31	79,894,600	664,003	2283.37
NASSAU-SUFFOLK	6	177	88,700	24.8	4.04	100.3	13.01	358,600	4,667	46.53
ANAHEIM-ST ANA-GAR GR	6	195	80,000	28.2	4.19	118.2	22.68	335,300	7,604	64.33
SAN JOSE	13	369	117,300	56.3	4.94	278.3	15.45	796,700	12,312	44.24
NEW BEDFORD-FALL RIVER	2	69	13,800	21.7	3.96	85.7	15.42	54,600	842	9.82
MARKETS 171-174—TOTAL			299,800	32.8	4.43	145.5	16.45	1,545,200	25,425	174.74
MARKETS 1-174—TOTAL			13,346,200	58.8	4.84	285.0	8.47	81,439,800	689,428	2419.05

TARGET AUDIENCE: WOMEN 18-49

Population: 36,048,500
Drive through housewife time: Mon.-Fri., 6 am-3 pm
Goal: 300 GRP's, 4 wks, 60 reach/5 freq
Spot distribution: equal
Rate adjustment: -15%

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
NEW YORK	8	244	2,361,700	60.9	5.07	308.6	3.85	12,877,300	49,524	160.48
LOS ANGELES	13	386	1,272,500	58.9	5.08	299.0	5.87	7,496,700	44,042	147.30
CHICAGO	8	208	1,042,400	58.7	4.99	292.9	4.66	6,711,900	31,273	106.77
SAN FRANCISCO	10	362	719,500	58.4	4.95	288.9	7.27	4,026,200	29,256	101.27
PHILADELPHIA	8	194	669,900	60.4	4.98	300.7	4.26	3,780,900	16,125	53.62
DETROIT	7	213	599,700	58.3	4.87	284.2	5.14	3,302,400	16,958	59.67
BOSTON	6	158	500,400	60.8	5.01	304.4	6.36	3,391,300	21,577	70.88
WASHINGTON, D.C.	7	179	469,700	58.0	4.85	281.2	6.21	2,554,800	15,862	56.41
HOUSTON-GALVESTON	7	192	402,700	59.2	5.02	296.9	7.27	2,114,100	15,360	51.73
DALLAS-FT. WORTH	8	208	408,100	61.2	5.02	307.2	6.24	2,633,900	16,436	53.50
GROUP SUBTOTAL			8,446,600	59.6	5.01	298.6	5.24	48,889,500	256,413	858.72
MARKETS 1-10—TOTAL			8,446,600	59.6	5.01	298.6	5.24	48,889,500	256,413	858.72
ST. LOUIS	6	144	326,100	58.6	4.81	281.8	5.82	1,756,700	10,231	36.31
PITTSBURGH	5	129	318,100	62.5	4.93	308.1	5.04	2,154,600	10,861	35.25
BALTIMORE	6	185	308,900	60.2	4.96	298.4	7.16	1,592,500	11,399	38.20
MINNEAPOLIS-ST. PAUL	6	159	300,200	58.9	4.72	278.2	5.24	1,887,700	9,891	35.55
CLEVELAND	7	191	274,300	60.3	5.04	303.8	5.75	2,316,700	13,331	43.88
SEATTLE-EVERETT-TACOMA	9	270	281,000	61.7	5.16	318.2	7.29	1,697,600	12,379	38.90
ATLANTA	5	144	281,000	60.1	4.81	289.0	7.78	1,522,100	11,848	41.00
SAN DIEGO	9	279	228,600	59.3	5.00	296.4	9.90	1,142,500	11,307	38.15
MIAMI	12	263	199,400	59.9	5.05	302.6	7.16	1,668,600	11,945	39.47
TAMPA-ST. PETERSBURG	6	178	154,500	58.0	4.85	281.4	10.35	942,700	9,755	34.67
MARKETS 11-20—TOTAL			2,672,100	60.0	4.93	295.8	6.77	16,681,700	112,947	381.84
MARKETS 1-20—TOTAL			11,118,700	59.7	4.99	298.0	5.63	65,571,200	369,360	1239.46
DENVER-BOULDER	6	207	234,500	60.6	4.94	299.2	7.32	1,476,500	10,807	36.12
PROVIDENCE-WRWCK-PAW	4	99	186,400	59.6	4.69	279.4	4.32	946,500	4,091	14.64
MILWAUKEE	5	104	200,000	60.2	4.85	292.2	5.66	1,160,400	6,564	22.46
CINCINNATI	6	149	191,700	60.7	4.91	298.1	7.12	1,270,400	9,041	30.33
BUFFALO	3	66	171,600	58.8	4.61	271.3	5.39	944,200	5,089	18.76
KANSAS CITY	6	163	191,500	61.4	5.02	308.1	5.71	1,666,700	9,514	30.88
PHOENIX	10	183	179,900	61.9	5.09	315.0	7.78	1,046,900	8,146	25.86
PORTLAND, OR	8	214	161,500	60.5	4.87	294.6	9.02	1,033,800	9,328	31.66
NORFLK-PORTMOUTH-HMTN	9	247	171,100	60.0	4.99	299.5	4.93	940,800	4,636	15.48
INDIANAPOLIS	5	129	169,300	62.5	4.91	307.1	6.12	1,134,600	6,947	22.62
MARKETS 21-30—TOTAL			1,857,500	60.6	4.89	296.4	6.38	11,620,800	74,163	250.21
MARKETS 1-30—TOTAL			12,976,200	59.9	4.97	297.7	5.75	77,192,000	443,523	1489.83
NEW ORLEANS	6	184	158,800	58.4	4.79	279.7	7.08	959,500	6,790	24.28
COLUMBUS, OH	4	121	166,100	61.2	4.86	297.6	8.02	1,092,600	8,764	29.45
ROCHESTER, NY	4	122	141,500	63.0	4.90	309.0	10.11	775,200	7,839	25.37
FT. LAUR-HOLLYWOOD	10	348	103,700	58.1	4.88	283.7	14.39	1,002,700	14,430	50.86
SACRAMENTO	7	223	136,100	58.8	4.86	285.7	8.26	835,400	6,897	24.14
SAN ANTONIO	5	106	132,800	58.4	4.76	278.1	5.36	850,600	4,561	16.40
LOUISVILLE	5	149	130,600	62.5	4.98	311.6	7.10	917,400	6,511	20.90
MEMPHIS	5	143	125,300	59.9	4.95	296.4	7.51	1,000,900	7,520	25.37
HARTFORD-NEW HAVEN	6	207	119,400	61.6	4.76	293.3	6.92	1,172,100	8,108	27.64
DAYTON	4	91	122,300	59.3	4.77	283.2	7.76	691,600	5,367	18.95
MARKETS 31-40—TOTAL			1,336,600	60.1	4.85	291.7	8.26	9,298,000	76,787	263.24
MARKETS 1-40—TOTAL			14,312,800	59.9	4.96	297.2	6.02	86,490,000	520,310	1750.71

(Continued)

TARGET AUDIENCE: WOMEN 18-49 (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
BIRMINGHAM	6	190	116,900	62.2	4.90	304.6	6.49	702,300	4,559	14.97
ALBANY-SCHENCTDY-TROY	4	132	112,600	64.4	4.93	317.4	8.25	704,400	5,809	18.30
GRBORO-WIN SALEM-HI PT	8	202	115,700	59.1	4.95	292.6	8.07	798,800	6,443	22.02
NASHVILLE-DAVIDSON	7	158	117,200	62.3	5.08	316.6	5.78	749,400	4,333	13.69
TOLEDO	5	111	110,500	61.7	4.93	304.0	6.29	637,000	4,004	13.17
SALT LAKE CITY	7	195	114,500	60.6	5.02	304.3	7.51	813,500	6,109	20.08
OKLAHOMA CITY	5	130	114,900	60.8	4.85	295.2	5.67	804,700	4,565	15.46
HONOLULU	5	185	111,500	62.0	4.90	303.9	6.67	582,700	3,889	12.80
JACKSONVILLE	6	174	96,400	57.8	4.77	275.7	8.37	612,100	5,125	18.59
AKRON	8	197	76,700	48.3	4.62	222.9	13.39	434,800	5,824	26.13
MARKETS 41-50—TOTAL			1,086,900	60.1	4.91	294.8	7.41	6,839,500	50,660	171.85
MARKETS 1-50—TOTAL			15,399,700	59.9	4.96	297.0	6.12	93,329,500	570,970	1922.46
NORTHEAST PA	4	90	79,800	58.9	4.78	281.3	5.25	420,200	2,204	7.84
SYRACUSE	3	97	88,700	59.2	4.67	276.4	7.05	529,000	3,732	13.50
ALNTWN-BETHLEHEM-ESTON	5	111	85,900	61.4	4.97	305.4	5.97	467,700	2,792	9.14
BURLINGTON-PLATTSBURG	15	358	86,600	60.3	5.12	308.7	6.68	454,900	3,039	9.84
RICHMOND	4	101	97,500	63.0	4.89	308.3	8.23	631,000	5,192	16.84
ORLANDO	4	136	78,300	57.6	4.48	257.9	9.44	584,400	5,518	21.40
SPRINGFIELD-CHIC-HOLYOKE	3	81	92,500	65.2	4.78	311.8	5.55	477,300	2,648	8.49
TULSA	4	100	90,400	62.8	4.95	310.7	4.55	578,900	2,635	8.48
CHARLOTTE-GASTONIA	4	95	94,300	62.1	4.84	300.4	6.82	919,000	6,265	20.86
OMAHA-COUNCIL BLUFFS	3	89	91,300	65.1	4.80	312.6	4.40	913,500	4,016	12.85
MARKETS 51-60—TOTAL			885,300	61.6	4.83	297.6	6.37	5,975,900	38,041	127.83
MARKETS 1-60—TOTAL			16,285,000	60.0	4.95	297.0	6.13	99,305,400	609,011	2050.54
GRAND RAPIDS	5	107	80,100	59.5	4.81	286.1	6.47	539,700	3,494	12.21
GREENVILLE-SPARTANBURG	5	93	84,300	64.7	4.77	308.8	3.37	601,500	2,029	6.57
YOUNGSTOWN-WARREN	4	85	84,000	68.2	4.91	334.8	4.07	538,200	2,190	6.54
WILMINGTON, DE	7	167	73,400	57.9	4.98	288.2	7.20	372,400	2,682	9.31
PALM BEACH-BOCA RATON	8	181	59,700	60.9	4.96	302.3	10.93	327,800	3,582	11.85
RALEIGH-DURHAM	4	115	74,400	58.1	4.78	277.7	7.24	689,100	4,992	17.98
FLINT	5	136	73,300	58.9	4.89	288.2	8.01	393,000	3,149	10.93
AUSTIN, TX	6	142	82,700	64.1	5.01	321.3	5.14	438,400	2,252	7.01
TUCSON	5	177	65,300	58.7	4.86	285.1	8.68	371,700	3,228	11.32
FRESNO	6	156	66,500	61.1	4.99	305.2	8.42	544,300	4,584	15.02
MARKETS 61-70—TOTAL			743,700	61.2	4.89	299.7	6.68	4,816,500	32,182	107.38
MARKETS 1-70—TOTAL			17,028,700	60.0	4.95	297.2	6.16	104,121,900	641,193	2157.45
KNOXVILLE	4	84	71,900	66.0	4.84	319.0	3.40	519,600	1,765	5.53
LANSING-EAST LANSING	4	98	66,600	58.0	4.62	268.3	4.86	347,200	1,689	6.30
HARRISBURG	4	94	58,800	57.6	4.35	250.8	7.40	288,700	2,136	8.52
NEW HAVEN-WEST HAVEN	6	124	57,600	56.8	4.75	269.6	14.37	350,000	5,030	18.66
BRIDGEPORT	3	64	59,700	61.4	4.46	273.9	5.17	320,900	1,659	6.06
BATON ROUGE	4	101	66,700	60.9	4.88	297.1	4.07	412,100	1,676	5.64
JOHNSON CITY-KINGSPORT-B	6	116	56,700	57.2	4.86	277.7	5.16	290,900	1,502	5.41
MOBILE	6	178	65,500	67.3	4.85	326.3	6.33	472,100	2,990	9.16
EL PASO	6	166	58,200	57.5	4.83	277.6	9.22	305,000	2,812	10.13
CANTON	7	178	55,600	60.2	4.79	288.5	9.28	306,700	2,845	9.86
MARKETS 71-80—TOTAL			617,300	60.3	4.73	284.9	6.67	3,613,200	24,104	84.61
MARKETS 1-80—TOTAL			17,646,000	60.0	4.94	296.7	6.18	107,735,100	665,297	2242.32
ALBUQUERQUE	5	124	59,300	59.1	4.81	283.9	7.38	415,900	3,069	10.81
CHATTANOOGA	4	96	59,600	63.3	4.50	284.7	5.46	363,600	1,984	6.97
WICHITA, KS	4	105	57,400	60.7	4.69	285.0	5.77	311,700	1,799	6.31
MCALLEN-BROWNSVILLE	3	82	56,300	60.0	4.69	281.8	4.59	300,700	1,380	4.90
WORCESTER	4	85	50,000	59.9	4.82	288.7	7.13	327,300	2,334	8.08
COLUMBIA, SC	5	109	58,000	63.4	5.03	319.0	6.98	424,800	2,963	9.29

TARGET AUDIENCE: WOMEN 18-49 (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
DAVENPORT-ROCK IS-MOL	3	86	49,000	57.6	4.60	265.4	8.99	287,600	2,586	9.74
CHARLESTON-N CHARLESTOI	4	84	52,400	60.8	4.85	294.1	6.80	283,700	1,930	6.56
LITTLE ROCK-N LITTLE ROCK	3	81	51,200	57.0	4.64	264.7	5.27	562,800	2,965	11.20
BEAUMONT-PORT ARTHUR	7	176	52,300	61.7	5.04	310.6	7.43	300,100	2,231	7.18
MARKETS 81-90—TOTAL			545,500	60.3	4.77	287.7	6.50	3,578,200	23,241	80.78
MARKETS 1-90—TOTAL			18,191,500	60.1	4.94	296.5	6.19	111,313,300	688,538	2322.22
BAKERSFIELD	4	114	50,300	61.0	4.83	294.7	7.77	253,900	1,974	6.70
FT. WAYNE	2	47	54,500	64.2	4.47	286.7	5.46	475,400	2,597	9.06
PEORIA	4	101	52,900	64.1	4.94	317.0	8.34	309,000	2,576	8.13
LAS VEGAS	5	134	54,800	63.5	5.03	319.4	7.12	275,600	1,962	6.14
YORK	4	76	46,600	59.2	4.58	271.3	3.74	434,300	1,625	5.99
SHREVEPORT	5	109	49,300	60.3	4.81	290.5	4.57	450,000	2,057	7.08
LANCASTER	9	196	43,900	56.0	4.84	270.9	13.50	226,400	3,057	11.28
DES MOINES	4	93	50,100	61.5	4.84	297.5	7.56	537,600	4,066	13.67
UTICA-ROME	4	87	39,500	57.6	4.74	272.7	12.39	207,900	2,575	9.44
SARASOTA-BRADENTON	8	172	23,200	51.0	4.64	237.0	27.04	107,600	2,910	12.28
MARKETS 91-100—TOTAL			465,100	60.4	4.78	288.6	7.75	3,277,700	25,399	88.01
MARKETS 1-100—TOTAL			18,656,600	60.1	4.93	296.3	6.23	114,591,000	713,937	2409.51
MADISON	5	123	50,500	58.9	4.88	287.7	6.44	297,200	1,915	6.66
READING	5	117	35,700	51.6	4.69	241.8	12.22	167,300	2,045	8.46
SPOKANE	3	87	40,600	57.0	4.60	262.1	6.26	257,500	1,612	6.15
BINGHAMTON	4	117	43,300	63.8	4.94	314.9	11.07	234,700	2,597	8.25
STOCKTON	9	314	38,100	56.3	4.86	273.3	19.13	185,000	3,539	12.95
LEXINGTON-FAYETTE	3	80	49,000	62.5	4.81	300.6	4.97	340,100	1,690	5.62
HUNTINGTON-ASHLAND	4	61	40,900	59.3	4.66	276.2	4.88	264,700	1,293	4.68
JACKSON, MS	4	103	44,800	61.1	4.81	293.9	4.89	384,400	1,881	6.40
CORPUS CHRISTI	4	97	43,400	61.7	4.84	299.0	4.74	259,200	1,228	4.11
APPLETON-OSHKOSH	5	127	40,000	59.0	4.72	278.3	6.25	261,800	1,637	5.88
MARKETS 101-110—TOTAL			426,300	59.2	4.79	283.1	7.33	2,651,900	19,437	68.66
MARKETS 1-110—TOTAL			19,082,900	60.0	4.93	296.0	6.26	117,242,900	733,374	2477.61
EVANSVILLE	3	64	42,200	66.5	4.85	323.0	6.05	268,800	1,625	5.03
HUNTSVILLE, AL	5	130	44,300	59.6	4.81	286.8	7.05	229,100	1,616	5.63
SALINAS-SEASIDE MONTRY	5	123	36,600	60.5	4.64	280.5	4.20	245,100	1,029	3.67
LAKELAND-WINTER HAVEN	9	309	30,800	51.3	4.79	245.8	17.65	154,300	2,723	11.08
AUGUSTA, GA	4	75	39,900	58.2	4.45	259.1	5.80	243,800	1,415	5.46
SOUTH BEND	2	40	35,600	58.9	4.40	259.2	2.82	241,000	680	2.62
PENSACOLA	5	123	42,100	61.2	4.96	303.6	9.85	248,300	2,445	8.05
COLORADO SPRINGS	5	109	42,800	64.1	4.99	319.5	6.27	226,500	1,420	4.44
GREENEVILLE-NW BRN-WASH	8	270	38,300	60.7	4.92	298.9	7.68	344,400	2,644	8.85
ERIE	2	55	36,700	59.1	4.44	262.3	5.54	177,300	982	3.74
MARKETS 111-120—TOTAL			389,300	60.1	4.73	284.4	6.97	2,378,600	16,579	58.29
MARKETS 1-120—TOTAL			19,472,200	60.0	4.93	295.7	6.27	119,621,500	749,953	2536.20
KALAMAZOO-PORTAGE	3	94	41,600	61.4	4.61	282.6	10.25	228,600	2,343	8.29
DULUTH-SUPERIOR	4	81	33,300	61.0	4.68	285.5	7.09	199,600	1,416	4.96
ROCKFORD	2	51	37,000	58.3	4.26	248.4	6.51	185,500	1,208	4.86
EUGENE-SPRINGFIELD	5	135	39,500	63.0	5.02	315.9	9.33	238,700	2,228	7.05
CHARLESTON, N CHRLSTON	3	61	37,600	61.9	4.77	294.7	8.98	223,800	2,009	6.82
MONTGOMERY	3	67	36,500	61.0	4.13	251.4	5.61	175,300	983	3.91
MELBOURNE-TITUSVILLE-COC	7	166	37,900	60.6	4.80	291.2	7.57	182,000	1,378	4.73
MODESTO	6	131	31,800	59.2	4.85	287.3	10.38	155,200	1,611	5.61
MACON	5	125	33,600	58.0	4.75	275.6	6.85	251,000	1,720	6.24
DAYTONA BEACH	7	184	22,800	58.4	4.88	284.7	16.75	114,900	1,925	6.76
MARKETS 121-130—TOTAL			351,600	60.4	4.66	281.7	8.61	1,954,600	16,821	59.71
MARKETS 1-130—TOTAL			19,823,800	60.0	4.92	295.5	6.31	121,576,100	766,774	2594.84

(Continued)

TARGET AUDIENCE: WOMEN 18-49 (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
ROANOKE	3	64	34,600	65.2	4.50	293.0	5.23	293,100	1,532	5.23
BOISE	5	160	31,200	59.6	4.92	293.1	9.36	187,900	1,759	6.00
FAYETTEVILLE, NC	3	85	31,200	57.3	4.67	267.6	4.58	202,400	926	3.46
COLUMBUS, GA	4	128	33,200	58.6	4.79	280.9	5.69	265,000	1,508	5.37
SAGINAW	4	107	30,600	58.8	4.76	279.7	6.17	234,300	1,445	5.17
SAVANNAH	5	112	31,500	65.5	4.98	326.0	10.18	207,200	2,110	6.47
PORTLAND, ME	6	117	28,400	62.0	4.84	300.0	7.32	312,300	2,286	7.62
LUBBOCK	4	118	31,800	59.7	4.81	287.4	7.07	211,900	1,499	5.22
SPRINGFIELD, MO	3	100	30,800	65.3	4.76	311.3	5.38	231,500	1,246	4.00
ATLANTIC CITY	5	112	23,700	63.3	5.05	320.1	9.71	154,100	1,497	4.68
MARKETS 131-140—TOTAL			307,000	61.4	4.80	294.4	6.87	2,299,700	15,808	53.70
MARKETS 1-140—TOTAL			20,130,800	60.1	4.92	295.5	6.32	123,875,800	782,582	2648.33
LINCOLN	3	68	27,200	57.0	4.68	266.5	8.64	129,500	1,119	4.20
WHEELING	3	66	23,800	60.0	4.59	276.0	6.79	205,600	1,397	5.06
TOPEKA	4	107	28,500	65.9	4.97	327.8	8.14	164,000	1,335	4.07
ANCHORAGE	4	87	29,100	61.1	4.81	294.3	12.12	153,400	1,859	6.32
TERRE HAUTE	4	83	23,300	62.5	4.71	294.1	8.13	139,300	1,132	3.85
ASHEVILLE	2	45	23,900	62.1	4.46	276.6	6.71	118,400	795	2.87
GREEN BAY	2	50	24,400	59.2	4.46	263.4	5.41	195,900	1,060	4.02
CEDAR RAPIDS	3	78	25,800	60.9	4.72	287.9	7.28	198,200	1,443	5.01
RENO	5	123	23,700	63.1	5.05	318.1	10.85	123,800	1,343	4.22
STEUBENVILLE-WEIRTON	4	131	20,500	56.1	4.66	260.9	13.80	95,500	1,318	5.05
MARKETS 141-150—TOTAL			250,200	60.8	4.72	286.7	8.40	1,523,600	12,801	44.65
MARKETS 1-150—TOTAL			20,381,000	60.1	4.92	295.4	6.34	125,399,400	795,383	2692.56
AMARILLO	3	80	24,300	60.4	4.69	283.6	4.26	185,500	791	2.79
WACO	4	99	21,000	61.0	4.89	297.4	12.65	116,400	1,472	4.95
YAKIMA	4	78	22,500	66.5	5.06	336.0	5.75	115,900	666	1.98
LYNCHBURG, VA	4	83	22,400	60.9	4.78	291.8	8.10	110,600	897	3.07
MANCHESTER	4	91	20,200	60.1	4.80	288.4	12.11	119,100	1,442	5.00
TALLAHASSEE	3	82	24,200	57.8	4.57	264.6	5.13	170,600	876	3.31
WATERLOO-CEDAR RAPIDS	2	47	22,100	65.6	4.33	284.0	5.66	121,100	685	2.41
FARGO-MOORHEAD	3	83	20,900	62.7	4.77	298.2	12.05	106,100	1,278	4.29
ALTOONA	2	37	17,400	61.0	4.34	264.9	6.21	88,100	547	2.06
WICHITA FALLS	3	86	20,000	65.7	4.82	316.1	6.81	148,400	1,011	3.20
MARKETS 151-160—TOTAL			215,000	62.0	4.71	292.0	7.54	1,282,000	9,665	33.10
MARKETS 1-160—TOTAL			20,596,000	60.1	4.91	295.3	6.35	126,681,400	805,048	2726.20
WILMINGTON, NC	5	134	18,500	61.0	5.00	304.3	11.09	107,200	1,189	3.91
BLOOMINGTON, IL	2	42	24,500	73.0	4.69	341.7	6.68	132,400	885	2.59
LAFAYETTE, LA	3	67	19,500	58.4	4.44	259.0	4.74	156,100	740	2.86
PUEBLO	4	85	16,700	59.0	4.73	279.2	7.57	93,400	707	2.53
MEDFORD-ASHLAND	4	55	16,600	62.7	4.68	294.3	6.41	91,300	585	1.99
RICHLAND-KENWCK-PASCO	4	61	16,400	59.9	4.71	281.8	7.05	83,300	587	2.08
BILLINGS	2	39	15,200	60.7	4.46	271.2	4.37	83,100	363	1.34
SIOUX FALLS, SD	4	84	16,500	67.8	4.90	332.5	7.27	138,200	1,005	3.02
GREAT FALLS	2	57	11,800	59.7	4.35	260.4	7.60	72,200	549	2.11
CASPER, WY	2	36	9,300	61.3	4.42	272.2	11.11	44,100	490	1.80
MARKETS 161-170—TOTAL			165,000	62.6	4.66	291.4	7.09	1,001,300	7,100	24.37
MARKETS 1-170—TOTAL			20,761,000	60.1	4.91	295.3	6.36	127,682,700	812,148	2750.25
NASSAU-SUFFOLK	17	344	255,300	40.3	4.53	182.4	9.08	1,155,400	10,493	57.53
ANAHEIM-ST ANA-GAR GR	7	199	112,300	24.7	4.18	103.3	14.55	469,500	6,828	66.11
SAN JOSE	16	393	180,600	56.4	4.99	281.3	10.46	1,272,800	13,314	47.33
NEW BEDFORD-FALL RIVER	8	180	40,700	39.0	4.50	175.5	9.81	183,200	1,797	10.24
MARKETS 171-174—TOTAL			588,900	38.9	4.60	179.1	10.53	3,080,900	32,433	181.09
MARKETS 1-174—TOTAL			21,349,900	59.2	4.90	290.4	6.46	130,763,600	844,581	2908.34

TARGET AUDIENCE: WOMEN 25-54

Population: 30,077,400
Drive through housewife time: Mon.-Fri., 6 am-3 pm
Goal: 300 GRP's, 4 wks, 60 reach/5 freq
Spot distribution: equal
Rate adjustment: -15%

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
NEW YORK	9	239	2,002,400	59.1	5.00	295.7	4.44	10,738,500	47,688	161.27
LOS ANGELES	12	332	1,093,700	60.2	5.14	309.2	5.99	6,612,200	39,618	128.13
CHICAGO	7	160	888,100	59.0	4.98	294.0	5.01	5,589,800	28,017	95.30
SAN FRANCISCO	10	287	610,600	59.3	4.99	295.7	8.18	3,519,200	28,796	97.38
PHILADELPHIA	7	156	587,800	61.6	5.03	309.7	4.54	3,377,300	15,328	49.49
DETROIT	8	212	504,400	58.0	4.88	283.1	5.92	2,766,700	16,373	57.83
BOSTON	6	137	393,000	58.6	4.86	284.6	8.23	2,461,300	20,266	71.21
WASHINGTON, D.C.	9	205	400,700	60.6	4.96	300.5	8.25	2,229,400	18,395	61.21
HOUSTON-GALVESTON	8	203	338,400	60.3	5.05	304.8	8.93	1,815,300	16,211	53.19
DALLAS-FT. WORTH	7	139	321,200	59.5	4.91	292.0	6.19	2,034,400	12,584	43.10
GROUP SUBTOTAL			7,140,300	59.5	5.00	297.6	5.91	41,142,100	243,276	817.46
MARKETS 1-10—TOTAL			7,140,300	59.5	5.00	297.6	5.91	41,142,100	243,276	817.46
ST. LOUIS	4	100	270,300	58.4	4.60	268.6	5.28	1,377,000	7,273	27.08
PITTSBURGH	4	85	261,700	58.1	4.61	267.8	4.96	1,484,400	7,367	27.51
BALTIMORE	5	111	250,400	58.0	4.89	283.4	6.94	1,264,900	8,774	30.96
MINNEAPOLIS-ST. PAUL	6	163	246,400	62.3	4.66	290.3	6.04	1,517,400	9,168	31.58
CLEVELAND	8	199	239,300	61.4	5.11	313.9	7.19	1,674,400	12,046	38.38
SEATTLE-EVERETT-TACOMA	10	246	229,800	61.7	5.07	313.2	7.56	1,338,100	10,122	32.32
ATLANTA	5	139	224,300	59.0	4.78	282.1	9.59	1,194,800	11,456	40.61
SAN DIEGO	10	330	181,800	58.1	4.99	290.2	15.91	907,900	14,449	49.79
MIAMI	12	258	176,400	60.3	5.03	303.6	8.67	1,394,800	12,099	39.85
TAMPA-ST. PETERSBURG	8	191	144,300	62.4	5.03	314.0	11.55	905,900	10,464	33.32
MARKETS 11-20—TOTAL			2,224,700	59.8	4.86	290.5	7.90	13,059,600	103,218	355.31
MARKETS 1-20—TOTAL			9,365,000	59.6	4.97	295.9	6.39	54,201,700	346,494	1170.98
DENVER-BOULDER	5	125	183,500	57.8	4.83	279.2	7.70	1,099,400	8,467	30.33
PROVIDENCE-WRWCK-PAW	7	139	161,900	60.0	4.77	286.5	6.08	808,300	4,918	17.17
MILWAUKEE	5	91	157,800	57.1	4.74	270.8	6.54	878,900	5,751	21.24
CINCINNATI	6	132	160,900	61.1	4.95	302.1	8.15	1,029,700	8,390	27.77
BUFFALO	3	60	149,900	60.0	4.70	281.8	5.75	805,700	4,630	16.43
KANSAS CITY	5	122	151,100	58.2	4.84	281.6	6.05	1,269,400	7,681	27.28
PHOENIX	8	147	140,800	58.5	4.89	286.1	10.49	786,500	8,254	28.85
PORTLAND, OR	6	127	133,400	60.0	4.87	292.3	8.56	847,700	7,260	24.84
NORFLK-PORTMOUTH-HMTN	7	152	137,600	60.4	4.93	297.5	3.81	767,500	2,922	9.82
INDIANAPOLIS	5	123	136,700	60.3	4.82	290.6	8.20	834,300	6,843	23.55
MARKETS 21-30—TOTAL			1,513,600	59.3	4.83	286.4	7.13	9,127,400	65,116	227.36
MARKETS 1-30—TOTAL			10,878,600	59.5	4.95	294.6	6.50	63,329,100	411,610	1397.18
NEW ORLEANS	7	206	135,500	60.7	4.95	300.6	10.49	809,100	8,485	28.23
COLUMBUS, OH	4	92	126,400	60.5	4.87	294.8	8.71	811,000	7,065	23.97
ROCHESTER, NY	3	83	113,400	61.0	4.72	287.6	9.79	606,100	5,931	20.62
FT. LAUR-HOLLYWOOD	10	338	80,400	49.7	4.59	228.0	23.12	635,200	14,684	64.40
SACRAMENTO	9	230	117,100	61.2	5.06	309.8	10.41	776,900	8,084	26.09
SAN ANTONIO	7	132	112,400	61.4	4.96	304.7	7.93	789,400	6,262	20.55
LOUISVILLE	5	124	101,800	57.9	4.85	280.6	8.18	667,700	5,460	19.46
MEMPHIS	5	142	105,000	61.6	5.01	308.6	9.65	775,100	7,483	24.25
HARTFORD-NEW HAVEN	4	92	102,000	62.3	4.56	284.4	7.14	801,500	5,722	20.12
DAYTON	4	90	110,000	65.7	4.97	326.9	8.18	642,000	5,251	16.06
MARKETS 31-40—TOTAL			1,104,000	60.3	4.87	293.4	10.18	7,314,000	74,427	253.67
MARKETS 1-40—TOTAL			11,982,600	59.6	4.94	294.5	6.88	70,643,100	486,037	1650.38

(Continued)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P

TARGET AUDIENCE: WOMEN 25-54 (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
BIRMINGHAM	6	176	93,400	58.9	4.77	281.1	8.14	518,300	4,205	14.98
ALBANY-SCHENCTDY-TROY	4	121	89,500	60.8	4.84	294.4	9.92	580,200	5,556	18.87
GRBORO-WIN SALEM-HI PT	10	243	97,700	59.6	4.96	295.2	9.10	754,700	6,870	23.27
NASHVILLE-DAVIDSON	6	157	96,600	62.3	4.97	309.7	9.13	587,600	5,362	17.31
TOLEDO	4	82	84,400	58.5	4.85	284.1	6.83	440,100	3,004	10.57
SALT LAKE CITY	6	127	87,700	59.2	4.91	290.3	7.00	578,900	4,051	13.95
OKLAHOMA CITY	4	103	86,900	57.5	4.79	275.1	6.43	630,600	4,055	14.74
HONOLULU	5	178	86,600	60.4	4.82	291.0	8.38	461,600	3,866	13.29
JACKSONVILLE	6	160	82,100	59.6	4.80	286.1	9.93	488,800	4,852	16.98
AKRON	8	232	68,700	54.7	4.69	256.4	16.59	412,200	6,838	26.67
MARKETS 41-50—TOTAL			873,600	59.2	4.84	286.9	8.96	5,431,000	48,659	169.60
MARKETS 1-50—TOTAL			12,856,200	59.6	4.93	294.0	7.03	76,074,100	534,696	1818.69
NORTHEAST PA	6	96	72,500	59.6	4.89	291.3	5.97	391,100	2,334	8.01
SYRACUSE	4	88	71,800	59.5	4.69	279.1	5.63	432,000	2,432	8.71
ALNTWN-BETHLEHEM-ESTON	5	119	77,600	62.6	5.02	314.0	6.88	403,400	2,776	8.84
BURLINGTON-PLATTSBURG	13	259	70,000	60.5	5.17	313.0	6.56	362,100	2,375	7.59
RICHMOND	4	101	77,300	61.0	4.79	292.2	10.57	496,600	5,250	17.97
ORLANDO	5	167	70,200	60.2	4.81	289.6	13.07	502,200	6,565	22.67
SPRINGFIELD-CHIC-HOLYOKE	4	90	69,700	62.7	4.70	294.8	7.22	348,100	2,513	8.52
TULSA	4	72	78,100	63.6	4.91	312.4	4.78	477,500	2,284	7.31
CHARLOTTE-GASTONIA	4	80	79,400	61.8	4.87	301.0	8.67	722,000	6,261	20.80
OMAHA-COUNCIL BLUFFS	3	78	69,400	62.0	4.74	293.8	5.49	649,000	3,565	12.13
MARKETS 51-60—TOTAL			736,000	61.3	4.86	298.2	7.60	4,784,000	36,355	121.91
MARKETS 1-60—TOTAL			13,592,200	59.7	4.93	294.2	7.06	80,858,100	571,051	1941.03
GRAND RAPIDS	4	72	62,200	58.2	4.60	267.4	7.40	412,500	3,052	11.41
GREENVILLE-SPARTANBURG	6	84	72,000	65.3	4.70	306.8	3.69	554,900	2,048	6.68
YOUNGSTOWN-WARREN	4	87	70,200	66.3	4.77	316.2	4.92	460,100	2,263	7.16
WILMINGTON, DE	7	174	62,200	60.0	4.99	299.4	8.58	316,700	2,717	9.07
PALM BEACH-BOCA RATON	8	157	51,600	60.1	4.88	292.9	11.04	274,800	3,034	10.36
RALEIGH-DURHAM	5	154	58,200	59.0	4.89	288.4	9.29	618,300	5,741	19.91
FLINT	5	124	58,300	57.5	4.86	279.7	9.30	307,000	2,856	10.21
AUSTIN, TX	6	125	51,500	58.9	4.85	285.7	7.05	282,900	1,994	6.98
TUCSON	7	221	53,800	61.9	5.09	315.0	13.22	295,900	3,913	12.42
FRESNO	6	123	52,600	59.7	5.02	299.4	10.23	378,500	3,872	12.93
MARKETS 61-70—TOTAL			592,600	60.8	4.85	295.0	8.07	3,901,600	31,490	106.75
MARKETS 1-70—TOTAL			14,184,800	59.7	4.93	294.2	7.11	84,759,700	602,541	2048.07
KNOXVILLE	4	68	59,700	65.5	4.94	323.6	3.66	401,500	1,469	4.54
LANSING-EAST LANSING	6	148	49,400	61.7	4.97	306.6	8.13	293,500	2,385	7.78
HARRISBURG	2	38	49,900	58.0	3.85	222.9	4.61	220,400	1,017	4.56
NEW HAVEN-WEST HAVEN	6	171	43,000	50.7	4.65	235.5	24.18	262,300	6,343	26.93
BRIDGEPORT	3	58	55,300	65.1	4.67	303.9	4.81	321,200	1,545	5.08
BATON ROUGE	4	97	47,600	57.1	4.73	270.1	5.42	300,300	1,628	6.03
JOHNSON CITY-KINGSPORT-B	7	182	49,800	59.6	4.92	293.7	7.05	268,200	1,892	6.44
MOBILE	6	212	52,500	64.6	4.81	310.5	10.42	340,200	3,546	11.42
EL PASO	6	155	47,600	59.9	4.87	292.1	11.20	236,900	2,654	9.09
CANTON	5	154	46,500	59.4	4.69	278.8	11.76	223,100	2,624	9.41
MARKETS 71-80—TOTAL			501,300	60.2	4.71	283.7	8.75	2,867,600	25,103	88.48
MARKETS 1-80—TOTAL			14,686,100	59.7	4.92	293.9	7.16	87,627,300	627,644	2135.57
ALBUQUERQUE	5	161	45,600	57.6	4.74	273.1	10.97	322,200	3,533	12.94
CHATTANOOGA	4	90	51,600	63.8	4.46	284.7	6.28	296,500	1,862	6.54
WICHITA, KS	6	134	48,300	63.9	4.89	312.6	7.55	274,000	2,068	6.62
MCALLEN-BROWNSVILLE	3	72	43,300	58.8	4.50	264.5	5.74	208,700	1,198	4.53
WORCESTER	3	58	42,700	59.1	4.68	276.5	6.38	238,700	1,523	5.51
COLUMBIA, SC	5	106	45,700	63.6	5.02	318.8	9.50	308,100	2,927	9.18

TARGET AUDIENCE: WOMEN 25-54 (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
DAVENPORT-ROCK IS-MOL	4	83	44,500	62.6	4.88	305.3	10.62	239,600	2,545	8.34
CHARLESTON-N CHARLESTON	4	85	43,800	63.0	4.91	309.5	8.06	243,600	1,964	6.35
LITTLE ROCK-N LITTLE ROCK	5	107	47,400	62.8	5.00	314.2	7.70	417,400	3,216	10.24
BEAUMONT-PORT ARTHUR	8	183	43,200	59.7	5.02	299.3	9.13	254,000	2,318	7.74
MARKETS 81-90—TOTAL			457,100	61.5	4.81	295.5	8.26	2,802,800	23,154	78.36
MARKETS 1-90—TOTAL			15,143,200	59.8	4.92	293.9	7.20	90,430,100	650,798	2214.35
BAKERSFIELD	7	128	43,100	60.8	4.98	302.8	8.59	219,300	1,883	6.22
FT. WAYNE	1	21	39,700	57.1	3.76	214.5	4.51	348,600	1,571	7.32
PEORIA	4	96	42,100	61.7	4.87	300.3	9.46	249,500	2,361	7.86
LAS VEGAS	5	139	41,800	57.6	4.84	279.3	9.98	202,500	2,020	7.23
YORK	3	53	41,500	61.2	4.19	256.6	4.94	257,500	1,273	4.96
SHREVEPORT	5	109	42,500	62.2	4.91	304.8	5.12	406,300	2,082	6.83
LANCASTER	7	146	39,100	60.0	4.97	297.9	11.59	199,800	2,315	7.77
DES MOINES	4	72	42,400	64.0	4.97	318.3	5.67	533,200	3,023	9.50
UTICA-ROME	4	78	34,400	57.4	4.81	276.1	12.94	171,000	2,213	8.02
SARASOTA-BRADENTON	8	214	20,400	48.5	4.63	225.0	34.75	94,500	3,284	14.60
MARKETS 91-100—TOTAL			387,000	59.5	4.70	279.5	8.21	2,662,200	22,025	78.80
MARKETS 1-100—TOTAL			15,530,200	59.8	4.91	293.6	7.23	93,112,300	672,823	2291.63
MADISON	4	83	33,100	57.8	4.77	275.7	7.90	169,900	1,343	4.87
READING	5	90	34,000	56.4	4.69	265.1	10.23	159,600	1,633	6.16
SPOKANE	5	83	33,800	58.6	4.79	280.8	6.53	232,300	1,516	5.40
BINGHAMTON	3	87	35,900	61.1	4.70	287.7	10.63	184,800	1,964	6.83
STOCKTON	9	331	29,700	51.5	4.76	244.9	26.21	141,300	3,704	15.12
LEXINGTON-FAYETTE	3	69	36,900	62.2	4.75	294.9	6.11	235,600	1,440	4.88
HUNTINGTON-ASHLAND	5	80	37,100	62.9	4.91	308.5	7.07	235,800	1,666	5.40
JACKSON, MS	4	85	36,900	62.8	4.86	305.8	6.26	276,500	1,730	5.66
CORPUS CHRISTI	5	113	36,300	63.4	5.09	322.7	6.90	233,300	1,610	4.99
APPLETON-OSHKOSH	6	133	32,600	62.5	4.95	309.4	7.68	220,300	1,693	5.47
MARKETS 101-110—TOTAL			346,300	59.9	4.83	289.4	8.76	2,089,200	18,299	63.23
MARKETS 1-110—TOTAL			15,876,500	59.8	4.91	293.5	7.26	95,201,500	691,122	2354.76
EVANSVILLE	3	67	35,400	65.3	4.80	313.3	8.19	205,300	1,681	5.37
HUNTSVILLE, AL	6	142	37,000	59.9	4.93	295.6	8.20	194,000	1,591	5.38
SALINAS-SEASIDE MONTRY	7	136	29,300	59.5	4.90	291.3	6.13	191,600	1,174	4.03
LAKELAND-WINTER HAVEN	9	260	29,000	57.9	4.98	288.0	15.80	150,300	2,374	8.24
AUGUSTA, GA	5	90	32,600	58.8	4.63	272.6	8.44	210,600	1,777	6.52
SOUTH BEND	2	46	29,600	58.2	4.48	261.0	4.66	167,800	782	3.00
PENSACOLA	5	103	31,900	59.2	4.86	287.8	11.98	175,000	2,096	7.29
COLORADO SPRINGS	5	97	30,200	58.2	4.79	278.6	8.07	166,300	1,342	4.82
GREENEVILLE-NW BRN-WASH	8	272	31,100	60.8	4.96	301.4	7.74	295,300	2,287	7.59
ERIE	3	76	33,600	64.9	4.80	312.2	8.10	174,000	1,410	4.52
MARKETS 111-120—TOTAL			319,700	60.3	4.81	290.2	8.56	1,930,200	16,514	56.91
MARKETS 1-120—TOTAL			16,196,200	59.8	4.91	293.4	7.29	97,131,700	707,636	2411.85
KALAMAZOO-PORTAGE	3	88	29,300	59.8	4.76	284.5	11.88	133,600	2,182	7.67
DULUTH-SUPERIOR	5	92	28,400	63.1	5.01	316.0	8.46	188,600	1,595	5.05
ROCKFORD	2	42	29,500	57.2	4.13	236.0	6.76	124,200	842	3.57
EUGENE-SPRINGFIELD	4	86	28,700	58.5	4.82	282.2	8.81	175,400	1,545	5.47
CHARLESTON, N CHRLSTON	4	87	34,000	63.1	4.88	307.8	8.08	294,800	2,382	7.74
MONTGOMERY	4	88	29,300	58.2	4.17	242.9	6.41	173,800	1,114	4.59
MELBOURNE-TITUSVILLE-COC	8	187	33,200	61.2	5.04	308.1	8.22	167,300	1,376	4.47
MODESTO	9	210	26,900	59.0	5.00	295.2	12.91	182,000	2,350	7.96
MACON	5	115	29,000	60.1	4.81	289.6	7.18	230,600	1,656	5.72
DAYTONA BEACH	6	165	20,200	59.5	4.79	285.5	16.02	103,000	1,650	5.78
MARKETS 121-130—TOTAL			288,500	60.0	4.74	284.5	9.15	1,823,300	16,692	58.67
MARKETS 1-130—TOTAL			16,484,700	59.8	4.90	293.3	7.32	98,955,000	724,328	2469.58

(Continued)

TARGET AUDIENCE: WOMEN 25-54 (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
ROANOKE	3	82	25,300	57.8	4.39	254.2	7.67	192,600	1,477	5.81
BOISE	5	108	26,200	61.2	4.94	302.6	7.82	165,900	1,297	4.29
FAYETTEVILLE, NC	4	99	25,200	62.7	4.91	307.7	6.22	165,400	1,028	3.34
COLUMBUS, GA	5	130	28,800	64.2	5.03	323.7	6.54	202,300	1,323	4.09
SAGINAW	5	105	26,600	61.9	4.96	307.0	7.12	194,600	1,385	4.51
SAVANNAH	5	95	23,400	59.5	4.88	290.8	10.87	159,600	1,735	5.97
PORTLAND, ME	4	75	22,900	59.4	4.70	279.7	6.33	227,700	1,442	5.16
LUBBOCK	4	70	21,600	58.0	4.77	276.1	6.23	130,600	813	2.94
SPRINGFIELD, MO	3	62	21,300	60.5	4.73	286.1	4.41	234,600	1,035	3.62
ATLANTIC CITY	5	101	20,800	61.3	4.93	301.8	12.34	124,400	1,535	5.09
MARKETS 131-140—TOTAL			242,100	60.7	4.83	293.2	7.27	1,797,700	13,070	44.58
MARKETS 1-140—TOTAL			16,726,800	59.8	4.90	293.3	7.32	100,752,700	737,398	2514.14
LINCOLN	4	85	20,200	62.7	4.89	306.8	14.32	98,800	1,415	4.61
WHEELING	3	49	21,600	62.2	4.69	291.6	5.55	199,000	1,104	3.79
TOPEKA	3	72	19,900	57.0	4.63	263.9	9.20	105,800	973	3.69
ANCHORAGE	4	76	21,800	60.3	4.80	290.0	16.55	115,000	1,903	6.56
TERRE HAUTE	3	55	17,500	60.4	4.39	265.2	9.07	93,100	844	3.18
ASHEVILLE	2	51	21,600	63.2	4.41	279.2	8.23	107,100	881	3.16
GREEN BAY	3	52	22,500	69.4	4.97	345.4	5.05	176,400	891	2.58
CEDAR RAPIDS	4	64	20,600	61.3	4.70	288.4	8.22	189,600	1,558	5.40
RENO	5	87	18,600	60.4	4.93	297.7	7.38	110,700	817	2.74
STEUBENVILLE-WEIRTON	4	112	18,400	55.9	4.73	263.9	12.74	87,100	1,110	4.21
MARKETS 141-150—TOTAL			202,700	61.3	4.72	289.1	8.96	1,282,600	11,496	39.76
MARKETS 1-150—TOTAL			16,929,500	59.8	4.90	293.2	7.34	102,035,300	748,894	2554.21
AMARILLO	4	93	20,500	62.4	4.95	309.1	6.61	175,500	1,160	3.75
WACO	4	102	17,100	61.5	4.86	298.9	15.07	96,600	1,456	4.87
YAKIMA	3	53	18,000	61.6	4.72	290.1	5.52	85,000	469	1.62
LYNCHBURG, VA	6	156	17,800	61.2	4.88	298.3	16.17	91,100	1,473	4.94
MANCHESTER	4	91	17,700	62.8	4.92	308.9	13.04	112,300	1,464	4.74
TALLAHASSEE	4	81	15,000	58.0	4.74	275.6	9.44	91,100	860	3.12
WATERLOO-CEDAR RAPIDS	2	34	15,600	62.3	4.39	274.0	6.24	102,400	639	2.33
FARGO-MOORHEAD	3	41	13,200	59.1	4.64	273.7	10.39	117,900	1,225	4.48
ALTOONA	2	38	14,800	59.3	4.50	267.5	7.85	70,600	554	2.07
WICHITA FALLS	3	78	14,800	59.3	4.70	278.0	8.96	101,300	908	3.27
MARKETS 151-160—TOTAL			164,500	60.9	4.74	288.7	9.78	1,043,800	10,208	35.36
MARKETS 1-160—TOTAL			17,094,000	59.8	4.90	293.2	7.36	103,079,100	759,102	2589.02
WILMINGTON, NC	5	122	15,500	58.0	4.89	283.9	10.82	90,400	978	3.44
BLOOMINGTON, IL	1	14	13,300	64.6	3.79	244.7	6.68	58,800	393	1.61
LAFAYETTE, LA	4	88	15,100	60.5	4.74	286.4	7.21	123,700	892	3.11
PUEBLO	5	105	14,600	61.4	4.92	303.0	9.75	90,200	879	2.90
MEDFORD-ASHLAND	4	57	13,100	58.8	4.72	277.1	7.95	74,700	594	2.14
RICHLAND-KENWCK-PASCO	4	56	14,400	58.2	4.64	270.4	7.89	68,300	539	1.99
BILLINGS	4	74	12,500	62.0	4.85	300.0	8.72	84,200	734	2.45
SIOUX FALLS, SD	4	80	12,300	64.9	4.76	310.1	9.67	98,800	955	3.08
GREAT FALLS	2	38	9,800	60.8	4.48	272.7	5.00	73,200	366	1.34
CASPER, WY	2	41	7,300	59.7	4.53	269.1	14.61	38,200	558	2.07
MARKETS 161-170—TOTAL			127,900	60.8	4.65	282.3	8.60	800,500	6,888	24.40
MARKETS 1-170—TOTAL			17,221,900	59.8	4.90	293.1	7.37	103,879,600	765,990	2613.41
NASSAU-SUFFOLK	17	340	222,100	39.2	4.50	176.5	10.38	1,000,000	10,379	58.80
ANAHEIM-ST ANA-GAR GR	7	168	77,400	20.4	4.10	83.7	18.01	317,600	5,719	68.33
SAN JOSE	15	349	129,200	49.2	4.75	233.5	13.08	930,000	12,169	52.12
NEW BEDFORD-FALL RIVER	8	150	36,900	40.9	4.51	184.5	9.15	166,400	1,523	8.25
MARKETS 171-174—TOTAL			465,600	35.8	4.50	161.5	12.34	2,414,000	29,790	184.46
MARKETS 1-174—TOTAL			17,687,500	58.8	4.89	287.4	7.49	106,293,600	795,780	2768.89

TARGET AUDIENCE: WOMEN 18+

Population: 57,280,500
Daytime, Mon.-Fri., 6 am-7 pm
Goal: 300 GRP's, 4 wks, 60 reach/5 freq
Spot distribution: equal
Rate adjustment: -15%

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
NEW YORK	8	255	4,019,700	61.8	5.07	313.4	2.36	21,505,900	50,656	161.63
LOS ANGELES	10	382	2,064,200	61.1	5.10	311.5	3.59	12,507,600	44,958	144.33
CHICAGO	6	173	1,694,300	60.3	4.99	300.9	2.93	10,919,600	31,957	106.20
SAN FRANCISCO	8	364	1,126,300	58.9	4.95	291.7	5.03	6,737,000	33,871	116.12
PHILADELPHIA	5	136	1,078,100	58.7	4.83	283.8	2.44	5,950,300	14,525	51.18
DETROIT	7	249	945,200	59.8	4.90	292.9	3.63	5,250,500	19,083	65.15
BOSTON	5	143	803,500	58.8	4.90	287.9	4.56	4,902,800	22,359	77.66
WASHINGTON, D.C.	8	183	664,200	58.1	4.86	282.3	4.75	3,641,200	17,313	61.33
HOUSTON-GALVESTON	6	185	564,900	58.1	4.95	287.4	5.38	3,042,300	16,360	56.92
DALLAS-FT. WORTH	7	177	608,900	61.7	5.04	311.2	3.74	4,223,700	15,805	50.79
GROUP SUBTOTAL			13,569,300	60.3	5.00	301.5	3.39	78,680,900	266,887	885.20
MARKETS 1-10—TOTAL			13,569,300	60.3	5.00	301.5	3.39	78,680,900	266,887	885.20
ST. LOUIS	5	162	559,500	62.7	4.78	299.9	3.94	3,146,300	12,389	41.31
PITTSBURGH	4	106	544,400	61.2	4.70	287.8	2.71	2,990,100	8,104	28.16
BALTIMORE	5	165	483,200	59.9	4.89	293.2	5.11	2,467,700	12,621	43.05
MINNEAPOLIS-ST. PAUL	5	161	468,600	62.0	4.51	279.8	3.73	2,803,000	10,458	37.38
CLEVELAND	6	192	437,000	59.1	4.95	292.4	4.25	2,897,300	12,301	42.07
SEATTLE-EVERETT-TACOMA	8	280	425,000	61.3	5.04	309.0	4.92	2,610,500	12,832	41.53
ATLANTA	5	168	418,600	62.0	4.86	301.1	5.60	2,352,400	13,172	43.75
SAN DIEGO	9	344	353,000	58.6	4.98	291.8	8.12	1,757,800	14,266	48.89
MIAMI	11	277	370,400	61.1	5.15	314.4	3.97	3,372,000	13,382	42.56
TAMPA-ST. PETERSBURG	7	199	380,700	62.7	4.98	312.0	3.61	2,264,200	8,169	26.18
MARKETS 11-20—TOTAL			4,440,400	61.1	4.87	297.4	4.41	26,661,300	117,694	395.74
MARKETS 1-20—TOTAL			18,009,700	60.5	4.97	300.5	3.65	105,342,200	384,581	1279.80
DENVER-BOULDER	5	157	320,800	57.7	4.86	280.2	5.15	2,024,100	10,431	37.23
PROVIDENCE-WRWCK-PAW	5	142	320,100	58.5	4.67	273.0	3.41	1,571,600	5,352	19.60
MILWAUKEE	4	134	301,100	57.2	4.66	266.5	3.76	1,654,700	6,227	23.37
CINCINNATI	4	110	302,100	59.0	4.80	283.3	4.45	1,858,600	8,276	29.21
BUFFALO	3	84	288,300	58.6	4.64	272.1	4.11	1,570,200	6,446	23.69
KANSAS CITY	5	169	290,000	59.8	4.89	292.7	4.08	2,522,000	10,285	35.14
PHOENIX	7	169	277,600	59.4	4.88	289.7	5.45	1,550,900	8,455	29.19
PORTLAND, OR	6	173	266,300	61.2	4.92	300.9	5.54	1,744,200	9,670	32.14
NORFLK-PORTMOUTH-HMTN	8	254	250,900	61.9	5.04	312.0	3.61	1,455,200	5,250	16.83
INDIANAPOLIS	5	134	264,200	62.6	4.92	307.7	4.32	1,758,600	7,604	24.71
MARKETS 21-30—TOTAL			2,881,400	59.4	4.82	286.5	4.40	17,710,100	77,996	272.24
MARKETS 1-30—TOTAL			20,891,100	60.4	4.95	298.5	3.76	123,052,300	462,577	1549.67
NEW ORLEANS	7	268	257,700	61.6	4.95	304.9	6.86	1,676,300	11,505	37.73
COLUMBUS, OH	4	125	254,900	63.1	4.91	309.7	5.48	1,649,600	9,037	29.18
ROCHESTER, NY	3	108	221,000	60.5	4.68	283.4	6.50	1,154,300	7,501	26.47
FT. LAUR-HOLLYWOOD	10	474	177,800	47.3	4.62	218.3	12.06	1,609,000	19,402	88.88
SACRAMENTO	7	248	204,200	58.7	4.86	285.5	6.89	1,287,600	8,875	31.09
SAN ANTONIO	6	143	208,200	60.1	4.90	294.7	4.90	1,374,800	6,731	22.84
LOUISVILLE	4	148	195,500	59.7	4.84	288.9	5.34	1,262,200	6,736	23.32
MEMPHIS	5	159	195,900	61.1	4.96	302.8	6.30	1,627,300	10,254	33.86
HARTFORD-NEW HAVEN	4	114	201,000	63.5	4.55	288.8	3.99	1,677,500	6,695	23.18
DAYTON	3	90	180,800	58.7	4.68	274.5	4.59	1,034,800	4,751	17.31
MARKETS 31-40—TOTAL			2,097,000	59.4	4.80	285.3	6.37	14,353,400	91,487	320.67
MARKETS 1-40—TOTAL			22,988,100	60.3	4.93	297.3	4.03	137,405,700	554,064	1863.65

(Continued)

TARGET AUDIENCE: WOMEN 18 + (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
BIRMINGHAM	6	226	189,200	60.4	4.82	291.0	5.10	1,147,300	5,849	20.10
ALBANY-SCHENCTDY-TROY	3	98	176,300	57.5	4.66	267.7	5.26	1,066,000	5,602	20.93
GRBORO-WIN SALEM-HI PT	8	254	185,100	61.0	4.92	300.3	6.39	1,273,400	8,142	27.11
NASHVILLE-DAVIDSON	6	178	176,100	59.4	4.91	291.5	5.24	1,169,000	6,129	21.03
TOLEDO	4	103	173,900	60.0	4.79	287.5	3.88	953,500	3,696	12.86
SALT LAKE CITY	6	224	164,500	59.7	4.88	291.4	5.35	1,199,900	6,423	22.04
OKLAHOMA CITY	4	128	182,300	62.9	4.89	307.5	3.84	1,382,000	5,301	17.24
HONOLULU	5	205	150,600	61.2	4.87	297.8	5.33	794,800	4,239	14.23
JACKSONVILLE	6	201	157,100	60.6	4.82	291.9	6.59	1,015,500	6,689	22.92
AKRON	8	266	147,000	59.7	4.90	292.7	9.15	862,700	7,890	26.96
MARKETS 41-50—TOTAL			1,702,300	60.2	4.84	291.7	5.52	10,863,900	59,960	205.55
MARKETS 1-50—TOTAL			24,690,400	60.3	4.93	296.9	4.14	148,269,600	614,024	2088.12
NORTHEAST PA	6	139	155,900	59.2	4.87	288.3	3.83	813,900	3,116	10.81
SYRACUSE	4	105	141,900	59.0	4.68	276.3	3.42	809,300	2,771	10.03
ALNTWN-BETHLEHEM-ESTON	5	137	143,700	58.3	4.86	283.2	4.27	786,300	3,360	11.86
BURLINGTON-PLATTSBURG	14	368	137,900	59.5	5.10	303.5	4.48	720,500	3,225	10.63
RICHMOND	3	79	141,100	58.8	4.62	271.7	5.33	890,900	4,752	17.49
ORLANDO	4	157	133,900	59.4	4.65	276.4	6.89	980,400	6,754	24.44
SPRINGFIELD-CHIC-HOLYOKE	4	106	149,800	63.7	4.79	305.4	3.55	782,900	2,779	9.10
TULSA	4	130	143,500	62.6	4.90	306.6	3.62	977,600	3,539	11.54
CHARLOTTE-GASTONIA	4	112	144,500	63.2	4.89	309.2	5.85	1,488,300	8,705	28.15
OMAHA-COUNCIL BLUFFS	2	59	123,100	58.1	4.40	255.4	3.05	1,216,500	3,716	14.55
MARKETS 51-60—TOTAL			1,415,300	60.2	4.78	287.7	4.51	9,466,600	42,717	148.48
MARKETS 1-60—TOTAL			26,105,700	60.3	4.92	296.4	4.16	157,736,200	656,741	2215.73
GRAND RAPIDS	4	86	120,700	57.7	4.64	268.1	4.31	828,200	3,568	13.31
GREENVILLE-SPARTANBURG	6	116	130,900	64.3	4.75	305.1	2.88	995,700	2,869	9.40
YOUNGSTOWN-WARREN	4	98	133,300	66.5	4.87	323.9	2.67	823,200	2,201	6.80
WILMINGTON, DE	6	198	119,400	61.3	4.99	306.2	5.34	612,100	3,266	10.67
PALM BEACH-BOCA RATON	6	168	121,300	59.7	4.79	286.3	6.30	637,400	4,013	14.02
RALEIGH-DURHAM	4	136	115,900	61.3	4.88	298.9	5.06	1,186,200	6,004	20.09
FLINT	5	174	111,800	62.0	4.96	307.6	6.72	614,100	4,127	13.42
AUSTIN, TX	5	135	107,900	58.7	4.80	281.5	3.71	570,400	2,117	7.52
TUCSON	6	249	108,300	62.4	5.03	313.9	7.51	609,400	4,576	14.58
FRESNO	6	199	106,700	61.8	5.02	310.2	5.66	989,900	5,607	18.08
MARKETS 61-70—TOTAL			1,176,200	61.6	4.87	299.7	4.87	7,866,600	38,348	127.95
MARKETS 1-70—TOTAL			27,281,900	60.3	4.92	296.6	4.20	165,602,800	695,089	2343.52
KNOXVILLE	4	114	120,900	69.0	4.94	341.2	2.88	866,000	2,497	7.32
LANSING-EAST LANSING	5	151	96,600	59.1	4.81	284.5	4.82	525,800	2,536	8.91
HARRISBURG	2	48	98,300	57.7	3.78	218.4	2.71	458,400	1,244	5.70
NEW HAVEN-WEST HAVEN	7	273	100,700	59.7	4.80	286.4	14.10	608,600	8,583	29.97
BRIDGEPORT	3	73	109,800	67.1	4.76	319.2	3.24	613,200	1,985	6.22
BATON ROUGE	4	115	91,700	59.0	4.83	284.8	3.23	607,100	1,958	6.88
JOHNSON CITY-KINGSPORT-B	6	164	94,100	59.6	4.89	291.2	4.29	493,100	2,114	7.26
MOBILE	6	218	100,700	65.3	4.80	313.6	5.48	674,100	3,693	11.78
EL PASO	6	220	88,200	62.7	4.98	312.2	7.51	488,100	3,665	11.74
CANTON	3	91	91,100	60.4	4.55	275.1	4.25	438,400	1,865	6.78
MARKETS 71-80—TOTAL			992,100	62.0	4.72	292.5	5.22	5,772,800	30,140	103.04
MARKETS 1-80—TOTAL			28,274,000	60.4	4.91	296.4	4.23	171,375,600	725,229	2446.79
ALBUQUERQUE	6	171	83,500	57.1	4.78	273.1	5.81	578,900	3,363	12.31
CHATTANOOGA	4	116	96,300	64.0	4.42	282.7	4.03	568,000	2,287	8.09
WICHITA, KS	4	112	84,400	58.0	4.66	271.0	3.76	534,700	2,013	7.43
MCALLEN-BROWNSVILLE	3	111	89,900	63.2	4.66	294.4	3.74	492,000	1,842	6.26
WORCESTER	3	75	88,600	60.1	4.62	278.0	4.21	539,700	2,270	8.17
COLUMBIA, SC	4	115	77,200	58.1	4.74	275.3	6.01	542,500	3,259	11.84

TARGET AUDIENCE: WOMEN 18 + (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
DAVENPORT-ROCK IS-MOL	4	137	91,100	65.7	4.96	326.2	7.11	577,700	4,107	12.59
CHARLESTON-N CHARLESTON	4	107	76,100	62.1	4.95	307.4	5.94	422,800	2,511	8.17
LITTLE ROCK-N LITTLE ROCK	4	119	81,800	58.8	4.86	285.3	4.57	784,200	3,580	12.55
BEAUMONT-PORT ARTHUR	7	234	79,600	59.9	4.99	298.9	6.58	455,300	2,994	10.02
MARKETS 81-90—TOTAL			848,500	60.7	4.76	288.8	5.14	5,495,800	28,226	97.74
MARKETS 1-90—TOTAL			29,122,500	60.4	4.90	296.2	4.26	176,871,400	753,455	2543.74
BAKERSFIELD	6	160	77,300	59.7	4.89	292.1	6.81	382,400	2,606	8.92
FT. WAYNE	2	47	85,400	63.7	4.39	279.5	3.51	779,100	2,735	9.79
PEORIA	4	107	88,000	65.4	4.95	323.9	6.07	488,900	2,966	9.16
LAS VEGAS	5	160	74,600	60.1	4.90	294.8	6.50	365,900	2,380	8.07
YORK	3	75	77,000	58.4	4.19	244.5	3.53	517,500	1,828	7.48
SHREVEPORT	5	126	79,900	60.5	4.84	293.0	2.78	771,900	2,149	7.33
LANCASTER	9	239	77,400	59.5	4.99	297.1	7.71	411,300	3,171	10.67
DES MOINES	4	116	85,100	66.4	5.01	332.8	4.16	1,146,300	4,763	14.31
UTICA-ROME	3	78	70,000	57.4	4.61	264.6	7.05	336,400	2,372	8.96
SARASOTA-BRADENTON	9	252	81,500	60.4	4.99	301.6	10.71	409,200	4,382	14.53
MARKETS 91-100—TOTAL			796,200	61.2	4.78	292.5	5.23	5,608,900	29,352	100.35
MARKETS 1-100—TOTAL			29,918,700	60.4	4.90	296.1	4.29	182,480,300	782,807	2643.73
MADISON	4	151	72,000	60.4	4.88	294.7	6.06	397,300	2,408	8.17
READING	5	130	73,700	59.7	4.85	289.6	6.08	357,600	2,173	7.50
SPOKANE	5	148	67,300	57.1	4.72	269.6	5.14	455,400	2,340	8.68
BINGHAMTON	3	94	67,300	58.5	4.62	270.1	6.50	321,200	2,089	7.73
STOCKTON	9	466	59,700	54.6	4.83	263.9	17.88	288,400	5,157	19.54
LEXINGTON-FAYETTE	3	111	71,700	62.0	4.75	294.5	5.23	499,600	2,615	8.88
HUNTINGTON-ASHLAND	5	110	72,500	64.2	4.95	317.8	4.41	477,700	2,105	6.63
JACKSON, MS	3	72	62,900	57.0	4.61	263.1	3.43	482,200	1,656	6.29
CORPUS CHRISTI	4	119	60,900	59.0	4.81	283.7	4.59	357,700	1,641	5.78
APPLETON-OSHKOSH	5	160	64,000	60.8	4.82	293.2	4.43	473,400	2,095	7.15
MARKETS 101-110—TOTAL			672,000	59.3	4.79	284.1	5.91	4,110,500	24,279	85.46
MARKETS 1-110—TOTAL			30,590,700	60.4	4.90	295.8	4.33	186,590,800	807,086	2728.49
EVANSVILLE	3	83	67,600	61.7	4.76	293.6	4.88	420,000	2,048	6.98
HUNTSVILLE, AL	6	205	65,500	62.1	4.96	308.4	6.36	354,700	2,255	7.31
SALINAS-SEASIDE MONTRY	6	176	56,200	59.9	4.84	289.8	4.19	368,600	1,545	5.33
LAKELAND-WINTER HAVEN	9	357	64,300	60.5	5.05	305.5	8.70	353,800	3,077	10.07
AUGUSTA, GA	5	133	60,900	60.2	4.70	282.9	5.13	393,200	2,018	7.13
SOUTH BEND	3	87	65,900	65.1	4.80	312.0	2.95	472,200	1,395	4.47
PENSACOLA	5	132	62,300	62.4	5.00	312.0	7.70	354,900	2,732	8.76
COLORADO SPRINGS	5	129	55,400	59.8	4.85	290.1	5.95	290,200	1,726	5.95
GREENEVILLE-NW BRN-WASH	7	286	58,600	59.1	4.88	288.4	4.45	562,800	2,505	8.69
ERIE	3	93	67,900	66.2	4.82	319.2	5.02	342,200	1,719	5.39
MARKETS 111-120—TOTAL			624,600	61.7	4.87	300.4	5.37	3,912,600	21,020	69.97
MARKETS 1-120—TOTAL			31,215,300	60.4	4.90	295.9	4.35	190,503,400	828,106	2798.60
KALAMAZOO-PORTAGE	3	117	65,900	65.1	4.81	313.1	7.12	398,100	2,836	9.06
DULUTH-SUPERIOR	4	101	58,900	61.0	4.70	287.0	5.18	338,600	1,754	6.11
ROCKFORD	3	96	59,900	61.4	4.47	274.6	6.33	303,900	1,924	7.01
EUGENE-SPRINGFIELD	4	132	54,100	58.1	4.76	276.5	7.19	309,600	2,227	8.05
CHARLESTON, N CHRLSTON	3	84	58,600	60.0	4.74	284.5	6.78	405,200	2,746	9.65
MONTGOMERY	5	135	60,800	62.7	4.49	281.3	4.28	414,800	1,777	6.32
MELBOURNE-TITUSVILLE-COC	8	295	52,700	60.8	4.95	301.2	7.40	260,800	1,930	6.41
MODESTO	7	228	54,000	60.5	5.01	303.4	8.05	355,800	2,865	9.44
MACON	5	150	54,000	61.6	4.88	300.6	4.78	433,600	2,072	6.89
DAYTONA BEACH	6	171	56,700	61.0	4.73	288.5	5.58	277,300	1,548	5.37
MARKETS 121-130—TOTAL			575,600	61.3	4.75	290.8	6.20	3,497,700	21,679	74.55
MARKETS 1-130—TOTAL			31,790,900	60.4	4.90	295.8	4.38	194,001,100	849,785	2872.84

(Continued)

TARGET AUDIENCE: WOMEN 18 + (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
ROANOKE	4	115	61,500	69.5	4.95	344.2	4.56	554,000	2,525	7.34
BOISE	5	180	54,200	65.0	5.06	329.1	5.56	372,200	2,071	6.29
FAYETTEVILLE, NC	3	98	41,200	60.2	4.73	285.1	4.16	270,000	1,122	3.94
COLUMBUS, GA	4	132	50,000	61.2	4.88	298.4	4.86	329,400	1,801	5.37
SAGINAW	5	162	50,000	63.0	5.00	314.6	4.81	444,300	2,139	6.80
SAVANNAH	5	138	48,500	60.3	4.86	293.0	8.50	301,200	2,559	8.73
PORTLAND, ME	4	101	44,900	57.2	4.62	264.3	4.41	452,800	1,998	7.56
LUBBOCK	4	119	43,100	57.6	4.78	275.4	4.34	331,300	1,437	5.22
SPRINGFIELD, MO	3	76	45,100	59.4	4.70	278.7	2.77	465,000	1,289	4.63
ATLANTIC CITY	5	141	47,700	61.9	4.93	305.2	7.78	280,200	2,179	7.14
MARKETS 131-140—TOTAL			484,200	61.7	4.86	299.9	4.98	3,800,400	18,820	63.09
MARKETS 1-140—TOTAL			32,275,100	60.4	4.90	295.9	4.39	197,801,500	868,705	2935.81
LINCOLN	3	79	41,700	57.3	4.60	264.1	7.19	195,400	1,405	5.32
WHEELING	3	73	45,000	62.0	4.68	290.6	4.01	400,900	1,609	5.54
TOPEKA	4	140	48,300	67.9	5.06	343.9	6.08	351,700	2,138	6.22
ANCHORAGE	3	84	32,600	58.4	4.66	271.9	10.92	177,200	1,935	7.12
TERRE HAUTE	3	78	41,100	61.0	4.39	267.7	5.65	215,300	1,216	4.54
ASHEVILLE	2	60	43,600	63.7	4.39	279.4	4.80	220,200	1,056	3.78
GREEN BAY	3	84	43,100	68.7	4.89	336.4	4.23	409,700	1,731	5.15
CEDAR RAPIDS	3	103	41,000	64.1	4.73	303.6	5.07	422,500	2,144	7.06
RENO	5	142	37,600	63.0	5.03	316.6	6.87	231,600	1,591	5.03
STEUBENVILLE-WEIRTON	4	140	35,300	57.8	4.70	271.8	8.88	165,800	1,472	5.42
MARKETS 141-150—TOTAL			409,300	62.4	4.72	294.5	5.84	2,790,300	16,297	55.34
MARKETS 1-150—TOTAL			32,684,400	60.5	4.89	295.9	4.41	200,591,800	885,002	2990.88
AMARILLO	3	105	37,000	61.4	4.73	290.2	2.83	378,700	1,070	3.69
WACO	3	97	34,900	57.2	4.63	264.3	8.05	186,500	1,502	5.68
YAKIMA	3	76	35,600	61.6	4.78	294.1	3.74	173,400	648	2.20
LYNCHBURG, VA	5	142	37,100	62.1	4.92	305.0	6.85	192,900	1,322	4.33
MANCHESTER	3	107	33,600	59.4	4.68	278.6	8.55	209,000	1,786	6.41
TALLAHASSEE	4	142	34,800	61.7	4.84	298.9	5.84	261,000	1,523	5.10
WATERLOO-CEDAR RAPIDS	2	53	34,000	65.6	4.41	289.6	4.61	221,300	1,020	3.52
FARGO-MOORHEAD	3	84	33,400	66.7	4.91	328.0	7.05	323,000	2,276	6.94
ALTOONA	3	92	37,200	70.0	4.96	347.3	6.33	195,600	1,238	3.56
WICHITA FALLS	3	125	31,200	63.1	4.74	299.4	5.85	283,100	1,539	5.14
MARKETS 151-160—TOTAL			348,800	62.7	4.76	298.6	5.79	2,404,500	13,924	46.63
MARKETS 1-160—TOTAL			33,033,200	60.5	4.89	295.9	4.43	202,996,300	898,926	3037.94
WILMINGTON, NC	5	179	30,100	60.8	4.94	300.4	8.24	187,400	1,544	5.14
BLOOMINGTON, IL	1	20	30,500	60.2	3.80	228.8	4.18	130,000	544	2.38
LAFAYETTE, LA	3	73	30,000	64.2	4.48	287.8	3.85	209,700	807	2.80
PUEBLO	4	118	28,600	58.6	4.74	277.8	6.00	162,800	977	3.52
MEDFORD-ASHLAND	4	120	27,100	61.5	4.75	292.1	5.45	158,400	864	2.96
RICHLAND-KENWCK-PASCO	4	112	25,700	62.3	4.73	294.2	5.63	139,600	786	2.67
BILLINGS	3	91	23,000	60.8	4.69	284.7	6.00	171,900	1,031	3.62
SIOUX FALLS, SD	3	83	23,500	60.7	4.52	274.4	4.31	233,600	1,006	3.67
GREAT FALLS	2	50	17,700	60.7	4.52	274.0	3.62	135,000	489	1.78
CASPER, WY	2	47	13,000	59.2	4.45	262.7	10.72	59,600	639	2.43
MARKETS 161-170—TOTAL			247,200	61.0	4.56	278.2	5.47	1,588,000	8,687	31.23
MARKETS 1-170—TOTAL			33,280,400	60.5	4.89	295.8	4.44	204,584,300	907,613	3068.33
NASSAU-SUFFOLK	17	484	438,800	44.7	4.60	205.8	7.32	2,020,300	14,783	71.83
ANAHEIM-ST ANA-GAR GR	7	280	139,000	21.3	4.07	86.7	17.30	586,200	9,795	112.98
SAN JOSE	16	622	246,100	54.6	4.91	267.9	10.11	1,895,800	19,165	71.54
NEW BEDFORD-FALL RIVER	8	225	87,600	47.7	4.66	222.4	5.73	408,600	2,342	10.53
MARKETS 171-174—TOTAL			911,500	40.2	4.61	185.3	9.42	4,890,900	46,085	248.70
MARKETS 1-174—TOTAL			34,191,900	59.7	4.88	291.4	4.55	209,475,200	953,698	3272.81

TARGET AUDIENCE: WOMEN 18-34

Population: 22,749,400
Daytime, Mon.-Fri., 6 am-7 pm
Goal: 300 GRP's, 4 wks, 60 reach/5 freq
Spot distribution: equal
Rate adjustment: -15%

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
NEW YORK	5	177	1,465,000	62.2	4.95	308.1	4.53	7,902,000	35,833	116.30
LOS ANGELES	8	304	806,100	58.9	4.98	293.5	6.83	4,621,300	31,563	107.54
CHICAGO	6	193	682,800	60.9	4.98	303.6	5.48	4,013,000	21,990	72.43
SAN FRANCISCO	7	351	493,700	62.5	4.95	309.7	11.02	2,640,100	29,098	93.96
PHILADELPHIA	8	181	396,000	58.6	4.78	280.0	5.10	2,229,200	11,362	40.58
DETROIT	5	192	366,400	57.5	4.63	266.3	6.69	1,848,000	12,356	46.40
BOSTON	5	164	329,900	62.3	4.98	310.7	7.79	2,271,700	17,700	56.97
WASHINGTON, D.C.	5	131	313,900	59.6	4.68	278.8	5.94	1,679,500	9,972	35.77
HOUSTON-GALVESTON	5	204	272,100	62.2	4.99	310.6	10.86	1,463,900	15,905	51.21
DALLAS-FT. WORTH	8	202	276,700	63.2	4.96	313.4	7.77	1,573,700	12,222	39.00
GROUP SUBTOTAL			5,402,600	60.8	4.92	299.1	6.55	30,242,400	198,001	661.99
MARKETS 1-10—TOTAL			5,402,600	60.8	4.92	299.1	6.55	30,242,400	198,001	661.99
ST. LOUIS	5	169	223,900	64.0	4.92	315.0	9.79	1,256,900	12,310	39.08
PITTSBURGH	4	148	188,000	62.9	4.94	310.5	6.96	1,218,600	8,482	27.32
BALTIMORE	4	145	198,200	62.0	4.87	302.0	9.00	1,006,100	9,053	29.98
MINNEAPOLIS-ST. PAUL	6	177	210,300	60.3	4.80	289.5	8.29	1,367,300	11,336	39.16
CLEVELAND	4	159	173,600	62.0	4.84	300.1	6.43	1,751,100	11,257	37.51
SEATTLE-EVERETT-TACOMA	7	255	184,900	62.1	4.97	308.7	8.70	1,090,700	9,487	30.73
ATLANTA	3	100	184,500	59.5	4.37	259.9	7.94	934,800	7,422	28.56
SAN DIEGO	6	239	151,300	61.2	4.95	303.1	13.32	749,500	9,983	32.94
MIAMI	8	222	119,800	60.9	5.02	305.8	8.04	1,195,400	9,608	31.42
TAMPA-ST. PETERSBURG	4	141	95,600	59.2	4.81	285.0	15.71	597,600	9,387	32.94
MARKETS 11-20—TOTAL			1,730,100	61.6	4.85	298.3	8.80	11,168,000	98,325	329.62
MARKETS 1-20—TOTAL			7,132,700	61.0	4.90	298.9	7.16	41,410,400	296,326	991.39
DENVER-BOULDER	4	185	151,900	60.8	4.82	293.0	9.49	935,800	8,883	30.32
PROVIDENCE-WRWCK-PAW	4	138	136,600	71.5	5.01	358.1	7.98	754,600	6,025	16.82
MILWAUKEE	4	156	135,500	64.7	4.74	306.3	7.01	809,100	5,669	18.51
CINCINNATI	4	124	126,800	63.9	4.94	315.9	9.56	779,100	7,449	23.58
BUFFALO	2	59	102,700	58.0	4.39	254.6	8.33	548,400	4,567	17.94
KANSAS CITY	4	154	122,600	61.6	4.88	300.5	8.08	1,019,800	8,242	27.43
PHOENIX	5	145	107,300	58.0	4.78	277.5	12.40	557,200	6,908	24.89
PORTLAND, OR	4	204	108,800	63.0	4.70	295.8	11.84	721,900	8,544	28.88
NORFLK-PORTMOUTH-HMTN	7	328	114,600	62.3	5.01	311.8	11.21	607,300	6,809	21.84
INDIANAPOLIS	4	157	107,800	62.9	4.73	297.6	8.20	788,600	6,470	21.74
MARKETS 21-30—TOTAL			1,214,600	62.7	4.81	301.5	9.25	7,521,800	69,566	230.73
MARKETS 1-30—TOTAL			8,347,300	61.3	4.89	299.3	7.48	48,932,200	365,892	1222.49
NEW ORLEANS	5	198	111,500	64.4	4.80	308.9	10.38	726,800	7,545	24.43
COLUMBUS, OH	3	127	115,900	63.6	4.76	302.8	11.71	663,900	7,772	25.67
ROCHESTER, NY	3	152	85,000	58.8	4.66	274.0	13.13	453,000	5,947	21.70
FT. LAUR-HOLLYWOOD	4	221	64,900	61.6	4.75	292.5	16.02	770,400	12,339	42.18
SACRAMENTO	5	214	95,400	66.0	4.75	313.5	10.31	489,300	5,046	16.10
SAN ANTONIO	3	94	92,200	63.6	4.72	300.1	7.75	641,500	4,970	16.56
LOUISVILLE	3	132	79,500	60.8	4.69	285.4	9.78	568,200	5,559	19.48
MEMPHIS	4	133	84,500	62.5	4.86	303.9	9.32	739,300	6,888	22.67
HARTFORD-NEW HAVEN	6	291	76,000	63.0	4.86	306.0	11.63	819,700	9,531	31.15
DAYTON	4	124	80,300	61.1	4.77	291.3	10.29	422,500	4,346	14.92
MARKETS 31-40—TOTAL			885,200	62.7	4.76	298.4	11.11	6,294,600	69,943	234.39
MARKETS 1-40—TOTAL			9,232,500	61.4	4.87	299.2	7.89	55,226,800	435,835	1456.67

(Continued)

TARGET AUDIENCE: WOMEN 18-34 (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
BIRMINGHAM	4	168	68,400	58.9	4.43	260.8	8.19	431,000	3,528	13.53
ALBANY-SCHENCTDY-TROY	2	99	62,800	57.5	4.38	251.9	12.05	300,600	3,621	14.37
GRBORO-WIN SALEM-HI PT	6	212	74,500	60.6	4.93	298.9	15.16	420,200	6,372	21.32
NASHVILLE-DAVIDSON	4	111	72,000	59.5	4.84	287.8	6.87	465,800	3,200	11.12
TOLEDO	4	135	69,500	60.5	4.82	291.9	8.62	440,100	3,794	13.00
SALT LAKE CITY	4	247	75,900	59.9	4.79	286.9	16.43	429,800	7,060	24.61
OKLAHOMA CITY	4	130	82,500	67.2	4.87	327.4	6.99	615,000	4,297	13.12
HONOLULU	3	119	67,800	58.3	4.65	270.9	7.39	329,000	2,430	8.97
JACKSONVILLE	3	94	67,300	63.8	4.70	299.7	10.25	424,300	4,348	14.51
AKRON	2	105	19,500	19.1	3.88	74.3	36.58	102,500	3,749	50.46
MARKETS 41-50—TOTAL			660,200	57.0	4.70	267.9	10.71	3,958,300	42,399	158.25
MARKETS 1-50—TOTAL			9,892,700	61.1	4.86	296.9	8.08	59,185,100	478,234	1610.76
NORTHEAST PA	4	192	48,400	62.0	4.85	300.4	8.69	254,100	2,207	7.35
SYRACUSE	2	90	58,000	60.3	4.47	289.2	9.15	352,000	3,222	11.97
ALNTWN-BETHLEHEM-ESTON	3	82	48,100	58.5	4.63	271.2	8.62	230,900	1,991	7.34
BURLINGTON-PLATTSBURG	14	708	55,200	59.2	5.04	298.5	19.68	285,600	5,620	18.83
RICHMOND	3	152	57,400	58.2	4.60	267.7	13.62	355,400	4,839	18.08
ORLANDO	2	100	47,800	58.2	3.77	219.2	17.34	250,000	4,335	13.78
SPRINGFIELD-CHIC-HOLYOKE	2	83	58,500	63.6	4.45	282.7	10.13	264,500	2,679	9.48
TULSA	3	122	52,900	59.0	4.66	274.9	7.12	368,400	2,609	9.49
CHARLOTTE-GASTONIA	2	66	55,000	57.8	4.42	255.5	12.69	492,700	6,254	24.48
OMAHA-COUNCIL BLUFFS	2	81	58,200	63.3	4.45	281.5	5.55	544,200	3,021	10.73
MARKETS 51-60—TOTAL			539,500	60.0	4.54	272.1	10.83	3,395,800	36,777	135.16
MARKETS 1-60—TOTAL			10,432,200	61.0	4.84	295.6	8.23	62,580,900	515,011	1742.26
GRAND RAPIDS	4	99	53,700	61.0	4.60	280.9	7.71	349,200	2,692	9.58
GREENVILLE-SPARTANBURG	3	70	51,300	62.3	4.42	275.4	5.19	317,500	1,648	5.98
YOUNGSTOWN-WARREN	2	62	48,100	65.3	4.54	296.2	6.62	257,900	1,707	5.76
WILMINGTON, DE	2	58	37,200	46.1	4.15	191.3	8.10	159,600	1,292	6.75
PALM BEACH-BOCA RATON	4	185	25,400	42.4	4.46	189.6	32.46	123,400	4,005	21.12
RALEIGH-DURHAM	3	111	54,600	63.0	4.77	300.8	7.92	548,700	4,346	14.45
FLINT	4	133	48,800	61.2	4.80	293.6	11.15	251,500	2,803	9.55
AUSTIN, TX	4	115	58,100	61.9	4.90	303.6	7.48	287,200	2,142	7.06
TUCSON	3	143	47,900	64.5	4.77	308.0	10.25	273,800	2,806	9.11
FRESNO	4	149	40,600	58.9	4.78	281.4	11.64	361,600	4,210	14.96
MARKETS 61-70—TOTAL			465,700	59.1	4.64	274.4	9.44	2,930,400	27,851	100.77
MARKETS 1-70—TOTAL			10,897,900	60.9	4.84	294.7	8.28	65,511,300	542,862	1841.40
KNOXVILLE	2	75	41,500	61.1	4.41	269.1	7.93	232,800	1,846	8.86
LANSING-EAST LANSING	3	71	50,600	61.9	4.47	276.9	5.64	272,800	1,539	5.56
HARRISBURG	3	101	38,300	58.0	4.38	254.6	13.60	199,900	2,718	10.68
NEW HAVEN-WEST HAVEN	4	140	38,700	56.9	4.53	258.0	22.07	228,100	5,034	19.51
BRIDGEPORT	0	0	000	.0	.00	.0		000	0	9
BATON ROUGE	3	102	44,500	60.2	4.67	280.8	6.70	251,200	1,684	6.00
JOHNSON CITY-KINGSPORT-B	4	99	35,500	57.1	4.62	264.3	6.09	183,700	1,119	4.23
MOBILE	4	132	42,000	68.9	4.56	313.8	8.01	285,300	2,284	7.28
EL PASO	5	181	38,900	59.9	4.76	285.5	8.75	241,700	2,115	7.41
CANTON	5	269	25,300	44.3	4.38	194.6	21.20	133,500	2,830	14.54
MARKETS 71-80—TOTAL			351,300	59.0	4.54	267.5	10.43	2,029,000	21,169	79.14
MARKETS 1-80—TOTAL			11,249,200	60.9	4.83	293.8	8.35	67,540,300	563,831	1919.10
ALBUQUERQUE	4	137	39,000	58.8	4.69	279.4	9.63	272,200	2,620	9.38
CHATTANOOGA	4	125	36,500	62.6	4.41	276.3	12.75	276,800	3,528	12.77
WICHITA, KS	3	118	39,200	65.2	4.55	296.8	8.11	231,600	1,879	8.33
MCALLEN-BROWNSVILLE	3	109	34,800	58.6	4.64	271.7	8.11	189,700	1,538	5.86
WORCESTER	2	60	23,100	45.7	4.20	192.1	10.82	136,000	1,471	7.66
COLUMBIA, SC	3	144	34,600	57.2	4.61	263.6	14.53	229,600	3,336	12.66

TARGET AUDIENCE: WOMEN 18-34 (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
DAVENPORT-ROCK IS-MOL	2	73	32,000	58.8	4.43	260.4	10.20	189,400	1,932	7.42
CHARLESTON-N CHARLESTON	4	130	37,100	65.1	4.93	320.7	14.51	205,400	2,981	9.30
LITTLE ROCK-N LITTLE ROCK	2	59	33,600	58.5	4.41	257.6	6.12	348,600	2,132	8.28
BEAUMONT-PORT ARTHUR	5	202	32,800	64.4	4.94	317.6	13.74	185,100	2,544	8.01
MARKETS 81-90—TOTAL			342,600	59.7	4.60	274.4	10.58	2,264,400	23,961	87.32
MARKETS 1-90—TOTAL			11,591,800	60.8	4.82	293.2	8.42	69,804,700	587,792	2004.75
BAKERSFIELD	3	121	35,600	69.4	4.92	341.1	11.58	180,100	2,086	6.12
FT. WAYNE	2	62	33,800	62.0	4.49	278.7	7.53	272,800	2,055	7.37
PEORIA	3	89	33,600	64.1	4.78	306.5	10.27	183,800	1,888	6.16
LAS VEGAS	3	102	32,800	58.6	4.69	275.1	10.57	153,800	1,625	5.91
YORK	5	186	29,600	61.2	4.83	295.9	8.49	407,600	3,460	11.69
SHREVEPORT	4	120	32,000	62.8	4.91	307.8	10.39	230,000	2,389	7.76
LANCASTER	3	57	22,000	44.5	4.39	194.9	7.47	102,500	766	3.93
DES MOINES	3	101	31,800	59.9	4.70	281.4	10.83	272,700	2,954	10.50
UTICA-ROME	2	75	24,000	57.1	4.38	250.0	18.25	112,500	2,053	8.21
SARASOTA-BRADENTON	2	72	11,100	42.3	4.04	170.3	32.63	44,800	1,462	8.58
MARKETS 91-100—TOTAL			286,300	59.1	4.67	276.0	10.58	1,960,600	20,738	75.14
MARKETS 1-100—TOTAL			11,878,100	60.8	4.82	292.8	8.48	71,765,300	608,530	2078.31
MADISON	4	169	38,400	60.8	4.85	294.5	10.79	231,700	2,501	8.49
READING	1	65	8,600	20.9	3.78	78.9	39.11	32,500	1,271	16.11
SPOKANE	2	89	28,200	57.4	4.32	248.5	9.83	169,600	1,668	6.71
BINGHAMTON	3	130	27,100	64.5	4.76	307.4	15.99	163,400	2,612	8.50
STOCKTON	5	208	25,700	61.2	4.85	296.7	21.42	124,600	2,669	9.00
LEXINGTON-FAYETTE	3	101	37,300	69.3	4.98	345.4	7.82	286,700	2,241	6.49
HUNTINGTON-ASHLAND	3	54	26,000	61.5	4.47	275.4	5.38	186,000	1,001	3.63
JACKSON, MS	3	105	27,900	58.7	4.68	274.7	5.99	334,500	2,002	7.29
CORPUS CHRISTI	3	95	30,200	68.4	4.88	334.5	7.70	170,500	1,313	3.93
APPLETON-OSHKOSH	4	138	28,700	63.5	4.69	297.8	9.73	174,800	1,701	5.71
MARKETS 101-110—TOTAL			278,100	59.1	4.71	278.5	10.13	1,874,300	18,979	68.15
MARKETS 1-110—TOTAL			12,154,200	60.8	4.81	292.5	8.52	73,639,600	627,509	2145.33
EVANSVILLE	2	53	25,600	65.7	4.59	301.3	6.34	179,200	1,136	3.77
HUNTSVILLE, AL	3	130	27,400	57.7	4.50	259.8	11.16	140,200	1,564	6.02
SALINAS-SEASIDE MONTRY	3	86	24,800	63.3	4.21	266.6	4.22	155,900	658	2.47
LAKELAND-WINTER HAVEN	2	88	7,200	19.2	3.86	74.5	23.96	27,800	666	8.94
AUGUSTA, GA	3	55	26,900	61.5	4.25	261.8	7.34	154,000	1,131	4.32
SOUTH BEND	2	53	25,600	69.3	4.63	320.0	3.93	215,400	847	2.65
PENSACOLA	4	103	26,100	58.3	4.72	275.0	12.57	131,200	1,649	6.00
COLORADO SPRINGS	4	101	29,300	66.2	4.88	323.5	8.21	160,800	1,320	4.08
GREENEVILLE-NW BRN-WASH	4	148	24,100	59.9	4.66	278.9	6.30	214,400	1,350	4.84
ERIE	2	74	27,400	71.2	4.61	328.1	9.52	138,800	1,321	4.03
MARKETS 111-120—TOTAL			244,400	59.4	4.55	269.9	7.67	1,517,700	11,642	43.13
MARKETS 1-120—TOTAL			12,398,600	60.7	4.81	292.0	8.50	75,157,300	639,151	2188.87
KALAMAZOO-PORTAGE	2	156	27,000	57.8	4.12	238.1	15.20	123,200	1,873	7.87
DULUTH-SUPERIOR	3	69	23,700	67.8	4.55	308.9	9.04	127,000	1,148	3.72
ROCKFORD	2	63	26,300	64.4	4.45	286.1	11.77	135,900	1,599	5.59
EUGENE-SPRINGFIELD	3	112	25,400	59.8	4.67	279.3	12.80	122,900	1,573	5.63
CHARLESTON, N CHRLSTON	2	58	21,400	60.0	4.42	265.7	17.48	111,200	1,944	7.32
MONTGOMERY	2	46	24,000	64.2	3.74	239.8	6.33	117,300	743	3.10
MELBOURNE-TITUSVILLE-COC	4	170	22,600	60.1	4.45	267.6	14.95	100,600	1,504	5.62
MODESTO	3	106	20,900	62.2	4.75	295.2	16.37	99,200	1,624	5.50
MACON	3	100	21,700	59.4	4.63	275.1	8.41	157,600	1,326	4.82
DAYTONA BEACH	4	115	14,700	62.9	4.95	311.1	16.30	72,800	1,187	3.82
MARKETS 121-130—TOTAL			227,700	61.7	4.44	274.2	12.44	1,167,700	14,521	52.96
MARKETS 1-130—TOTAL			12,626,300	60.7	4.80	291.7	8.56	76,325,000	653,672	2240.91

(Continued)

TARGET AUDIENCE: WOMEN 18-34 (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
ROANOKE	3	86	25,800	78.4	4.81	377.2	7.02	289,100	2,030	5.36
BOISE	3	137	19,700	57.8	4.61	267.1	10.65	120,600	1,284	4.81
FAYETTEVILLE, NC	3	107	23,700	62.5	4.72	295.3	6.79	171,700	1,165	3.95
COLUMBUS, GA	3	125	23,700	63.8	4.77	304.9	6.95	198,700	1,381	4.53
SAGINAW	3	133	20,700	61.5	4.72	291.1	10.02	180,700	1,810	6.22
SAVANNAH	4	112	19,300	62.5	4.70	294.8	16.76	106,000	1,777	6.03
PORTLAND, ME	5	180	16,800	58.8	4.66	274.7	25.37	111,900	2,839	10.33
LUBBOCK	3	127	24,300	65.1	4.82	313.9	9.34	178,100	1,664	5.30
SPRINGFIELD, MO	2	95	21,000	65.5	4.45	291.9	9.38	120,400	1,129	3.87
ATLANTIC CITY	3	94	13,400	61.1	4.70	286.4	9.34	104,500	976	3.41
MARKETS 131-140—TOTAL			208,400	63.8	4.70	300.3	10.15	1,581,700	16,055	53.46
MARKETS 1-140—TOTAL			12,834,700	60.8	4.80	291.8	8.60	77,906,700	669,727	2295.16
LINCOLN	2	59	19,900	57.9	4.37	253.4	9.90	89,200	883	3.48
WHEELING	3	111	15,400	65.4	4.68	306.4	13.50	117,800	1,590	5.19
TOPEKA	2	75	16,700	59.5	4.37	260.4	9.61	85,200	819	3.15
ANCHORAGE	3	87	21,000	64.3	4.72	304.0	15.04	118,700	1,785	5.87
TERRE HAUTE	2	85	9,300	38.3	4.03	154.3	31.17	37,500	1,169	7.58
ASHEVILLE	2	58	15,300	66.0	4.46	294.0	10.10	68,200	689	2.34
GREEN BAY	2	69	20,100	72.5	4.63	335.7	7.49	193,800	1,451	4.32
CEDAR RAPIDS	2	62	17,000	59.7	4.45	266.2	8.57	102,000	874	3.28
RENO	3	93	14,800	62.5	4.73	295.4	14.35	77,200	1,108	3.75
STEUBENVILLE-WEIRTON	2	93	12,400	58.5	4.44	259.9	18.77	55,100	1,034	3.98
MARKETS 141-150—TOTAL			161,900	60.6	4.51	273.3	12.07	944,700	11,402	41.72
MARKETS 1-150—TOTAL			12,996,600	60.8	4.80	291.6	8.64	78,851,400	681,129	2335.83
AMARILLO	2	102	16,400	64.1	4.48	287.1	7.30	130,600	954	3.32
WACO	2	64	10,900	50.6	4.22	214.0	13.65	49,600	677	3.16
YAKIMA	3	80	14,000	66.8	4.87	324.8	8.00	70,500	564	1.74
LYNCHBURG, VA	3	73	15,700	65.9	4.77	314.7	10.12	77,700	786	2.50
MANCHESTER	1	37	7,700	36.7	3.84	141.0	14.86	44,400	660	4.68
TALLAHASSEE	2	67	18,300	58.1	4.40	255.9	6.01	132,800	798	3.12
WATERLOO-CEDAR RAPIDS	1	30	13,500	59.0	3.78	222.7	7.85	78,000	612	2.75
FARGO-MOORHEAD	2	72	16,200	68.2	4.57	311.3	14.16	77,200	1,093	3.51
ALTOONA	2	57	11,300	66.2	4.38	290.0	15.59	57,100	890	3.07
WICHITA FALLS	2	130	12,000	62.4	4.48	279.7	11.64	131,700	1,533	5.48
MARKETS 151-160—TOTAL			136,000	59.8	4.42	264.3	10.08	849,600	8,567	32.41
MARKETS 1-160—TOTAL			13,132,600	60.8	4.79	291.3	8.65	79,701,000	689,696	2367.65
WILMINGTON, NC	3	124	11,100	59.1	4.68	278.1	16.31	72,000	1,174	4.22
BLOOMINGTON, IL	2	74	14,200	57.0	4.08	232.9	14.71	68,800	1,012	4.35
LAFAYETTE, LA	3	85	15,300	68.2	4.59	313.4	7.12	131,900	939	3.00
PUEBLO	3	94	10,500	60.6	4.67	281.6	14.13	57,800	817	2.90
MEDFORD-ASHLAND	3	79	11,700	70.7	4.56	323.6	9.77	56,300	550	1.70
RICHLAND-KENWCK-PASCO	3	80	9,800	60.0	4.43	266.3	11.39	46,800	533	2.00
BILLINGS	2	49	12,200	76.5	4.75	361.9	6.60	71,700	473	1.31
SIOUX FALLS, SD	3	102	11,000	68.9	4.64	318.8	8.50	132,600	1,127	3.54
GREAT FALLS	2	71	9,500	73.3	4.63	338.5	11.31	60,100	680	2.01
CASPER, WY	2	53	5,400	57.9	4.19	243.0	26.35	25,500	672	2.77
MARKETS 161-170—TOTAL			110,700	64.9	4.53	294.1	11.03	723,500	7,977	27.12
MARKETS 1-170—TOTAL			13,243,300	60.8	4.79	291.3	8.67	80,424,500	897,673	2395.03
NASSAU-SUFFOLK	5	155	94,000	26.3	4.12	108.4	12.36	387,400	4,789	44.18
ANAHEIM-ST ANA-GAR GR	6	241	87,900	31.0	4.23	131.1	25.95	371,700	9,646	73.58
SAN JOSE	9	386	125,200	60.1	4.99	299.7	14.40	911,000	13,117	43.77
NEW BEDFORD-FALL RIVER	2	143	14,500	22.8	4.00	91.1	30.52	58,000	1,770	19.43
MARKETS 171-174—TOTAL			321,600	35.2	4.48	157.9	16.97	1,728,100	29,322	185.70
MARKETS 1-174—TOTAL			13,564,900	59.8	4.78	286.0	8.85	82,152,600	726,995	2541.94

TARGET AUDIENCE: WOMEN 18-49

Population: 36,048,500
Daytime, Mon.-Fri., 6 am-7 pm
Goal: 300 GRP's, 4 wks, 60 reach/5 freq
Spot distribution: equal
Rate adjustment: -15%

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
NEW YORK	6	236	2,257,000	58.2	4.91	285.5	4.28	12,011,000	51,406	180.06
LOS ANGELES	10	378	1,266,100	58.6	5.01	293.8	6.33	7,580,200	47,968	163.27
CHICAGO	7	221	1,070,800	60.3	5.00	301.8	4.62	7,057,100	32,572	107.93
SAN FRANCISCO	9	406	728,200	59.1	4.92	290.8	8.06	4,091,100	32,959	113.42
PHILADELPHIA	7	210	665,500	60.0	4.94	296.2	4.05	3,761,700	15,240	51.45
DETROIT	6	215	612,100	59.5	4.82	286.9	5.26	3,338,200	17,536	61.12
BOSTON	5	158	502,000	61.0	4.94	301.2	6.94	3,350,400	23,242	77.16
WASHINGTON, D.C.	8	186	466,500	57.6	4.76	274.3	6.15	2,536,000	15,608	56.90
HOUSTON-GALVESTON	6	211	416,300	61.2	5.01	306.6	7.85	2,193,900	17,229	56.19
DALLAS-FT. WORTH	6	198	383,400	57.5	4.78	275.1	6.82	2,071,100	14,126	51.35
GROUP SUBTOTAL			8,367,900	59.1	4.93	291.0	5.58	47,988,700	267,886	920.57
MARKETS 1-10—TOTAL			8,367,900	59.1	4.93	291.0	5.58	47,988,700	267,886	920.57
ST. LOUIS	6	170	349,500	62.8	4.94	310.1	6.25	1,954,600	12,214	39.39
PITTSBURGH	4	123	314,800	61.8	4.84	299.0	5.23	2,065,800	10,798	36.11
BALTIMORE	5	176	308,400	60.1	4.93	296.5	7.54	1,569,300	11,839	39.93
MINNEAPOLIS-ST. PAUL	6	198	327,200	64.2	4.86	312.0	5.97	2,113,100	12,614	40.43
CLEVELAND	8	204	278,400	61.2	4.99	305.5	6.03	2,412,600	14,537	47.58
SEATTLE-EVERETT-TACOMA	7	246	267,400	58.7	4.94	290.2	7.73	1,570,500	12,135	41.82
ATLANTA	4	137	281,900	60.3	4.71	283.7	7.68	1,542,300	11,846	41.76
SAN DIEGO	8	317	233,600	60.6	5.03	304.8	11.34	1,174,900	13,329	43.73
MIAMI	9	254	200,400	60.2	5.00	300.6	7.09	1,704,500	12,083	40.17
TAMPA-ST. PETERSBURG	6	203	164,300	61.7	4.96	306.0	11.08	1,014,800	11,246	36.75
MARKETS 11-20—TOTAL			2,725,700	61.2	4.91	300.8	7.16	17,122,400	122,639	407.71
MARKETS 1-20—TOTAL			11,093,600	59.6	4.92	293.3	6.00	65,111,100	390,525	1331.49
DENVER-BOULDER	5	222	230,600	59.6	4.87	290.0	8.71	1,466,100	12,770	44.03
PROVIDENCE-WRWCK-PAW	4	126	203,000	64.9	4.80	311.6	5.04	1,058,400	5,326	17.09
MILWAUKEE	4	152	204,700	61.6	4.75	292.6	5.35	1,141,700	6,110	20.88
CINCINNATI	4	138	191,400	60.6	4.83	293.0	8.15	1,235,300	10,071	34.37
BUFFALO	3	100	185,000	63.4	4.75	301.0	5.27	1,189,600	6,271	20.83
KANSAS CITY	5	177	190,600	61.1	4.98	303.3	6.64	1,467,700	9,749	32.14
PHOENIX	6	164	165,800	57.0	4.80	273.5	9.36	860,800	8,058	29.46
PORTLAND, OR	5	225	163,400	61.2	4.82	295.2	9.25	1,038,900	9,615	32.57
NORFLK-PORTMOUTH-HMTN	8	288	166,800	58.5	4.86	284.2	6.08	861,400	5,241	18.44
INDIANAPOLIS	4	127	157,600	58.2	4.61	268.3	6.10	1,082,000	6,599	24.60
MARKETS 21-30—TOTAL			1,858,700	60.6	4.81	291.6	7.00	11,399,900	79,810	273.70
MARKETS 1-30—TOTAL			12,952,300	59.7	4.91	293.1	6.15	76,511,000	470,335	1604.69
NEW ORLEANS	5	203	159,100	58.5	4.67	273.5	7.91	956,800	7,570	27.68
COLUMBUS, OH	3	111	159,900	58.9	4.68	276.0	7.52	1,073,100	8,072	29.25
ROCHESTER, NY	3	116	132,300	58.9	4.64	273.6	11.71	693,200	8,116	29.66
FT. LAUR-HOLLYWOOD	7	324	108,500	60.8	4.86	295.7	14.30	1,061,600	15,186	51.36
SACRAMENTO	6	229	134,200	58.0	4.67	270.7	8.20	815,800	6,690	24.71
SAN ANTONIO	5	130	143,700	63.2	4.92	310.8	5.81	965,100	5,611	18.05
LOUISVILLE	4	155	127,600	61.1	4.87	297.5	7.68	924,800	7,099	23.86
MEMPHIS	4	136	119,900	57.3	4.76	272.9	8.29	1,013,300	8,398	30.77
HARTFORD-NEW HAVEN	4	137	117,700	60.7	4.69	284.8	8.25	1,049,000	8,650	30.37
DAYTON	4	117	131,300	63.7	4.90	312.2	9.07	773,400	7,011	22.46
MARKETS 31-40—TOTAL			1,334,200	60.0	4.76	285.9	8.84	9,326,100	82,403	288.22
MARKETS 1-40—TOTAL			14,286,500	59.8	4.89	292.4	6.44	85,837,100	552,738	1890.35

(Continued)

TARGET AUDIENCE: WOMEN 18-49 (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
BIRMINGHAM	5	198	118,700	62.1	4.73	293.7	7.06	732,100	5,168	17.59
ALBANY-SCHENCTDY-TROY	3	137	106,800	61.1	4.73	288.9	9.63	661,100	6,365	22.03
GRBORO-WIN SALEM-HI PT	7	188	118,200	60.4	4.90	296.2	7.83	850,500	6,663	22.49
NASHVILLE-DAVIDSON	6	183	118,800	62.1	4.98	309.4	6.46	732,600	4,730	15.29
TOLEDO	4	108	108,000	60.3	4.86	293.4	6.05	634,800	3,840	13.09
SALT LAKE CITY	6	291	115,700	61.2	4.93	302.0	9.86	822,600	8,113	26.86
OKLAHOMA CITY	4	140	109,900	58.2	4.65	270.6	5.85	785,800	4,600	16.99
HONOLULU	5	220	118,700	66.0	5.01	330.6	7.05	644,400	4,541	13.74
JACKSONVILLE	6	204	108,100	64.8	4.94	320.1	8.97	713,900	6,406	20.01
AKRON	8	284	86,300	54.3	4.77	259.0	16.32	521,200	8,507	32.85
MARKETS 41-50—TOTAL			1,105,200	61.1	4.88	298.6	8.30	7,099,000	58,931	198.69
MARKETS 1-50—TOTAL			15,391,700	59.9	4.89	292.7	6.58	92,936,100	611,669	2089.75
NORTHEAST PA	3	78	77,400	57.1	4.58	281.8	5.85	391,700	2,291	8.75
SYRACUSE	3	124	93,800	62.6	4.69	293.5	8.47	545,500	4,619	15.74
ALNTWN-BETHLEHEM-ESTON	4	105	88,000	62.9	4.94	310.7	5.83	471,900	2,751	8.85
BURLINGTON-PLATTSBURG	12	378	86,700	60.4	5.12	309.2	7.36	449,000	3,303	10.68
RICHMOND	3	101	94,800	61.3	4.70	287.7	9.19	587,300	5,397	18.76
ORLANDO	3	128	78,100	57.4	4.24	243.5	10.59	521,600	5,522	22.68
SPRINGFIELD-CHIC-HOLYOKE	2	55	87,300	61.5	4.45	273.6	5.63	430,500	2,423	8.86
TULSA	3	101	85,000	59.1	4.72	278.8	5.22	457,600	2,388	[illegible] 57
CHARLOTTE-GASTONIA	3	88	94,900	62.5	4.74	296.0	7.07	984,900	6,962	23.52
OMAHA-COUNCIL BLUFFS	2	83	80,900	57.7	4.41	254.2	4.74	843,300	4,001	15.74
MARKETS 51-60—TOTAL			866,900	60.3	4.67	281.4	6.98	5,683,300	39,657	140.93
MARKETS 1-60—TOTAL			16,258,600	59.9	4.88	292.1	6.60	98,619,400	651,326	2229.80
GRAND RAPIDS	4	90	77,000	57.2	4.61	263.4	6.85	542,800	3,718	14.12
GREENVILLE-SPARTANBURG	4	90	78,000	59.9	4.38	262.2	3.79	552,400	2,095	7.99
YOUNGSTOWN-WARREN	3	77	72,500	58.9	4.40	259.4	4.19	410,500	1,722	6.64
WILMINGTON, DE	5	141	76,600	60.4	4.91	296.5	7.37	383,400	2,827	9.53
PALM BEACH-BOCA RATON	6	151	58,800	60.0	4.91	294.6	9.12	323,300	2,948	10.01
RALEIGH-DURHAM	4	145	81,200	63.4	4.87	309.1	7.90	818,000	6,465	20.92
FLINT	5	165	79,900	64.2	5.06	325.2	8.63	451,500	3,895	11.98
AUSTIN, TX	5	129	77,400	60.0	4.87	292.3	5.08	402,900	2,045	7.00
TUCSON	4	167	68,300	61.4	4.84	297.0	8.76	394,200	3,454	11.63
FRESNO	5	169	63,600	58.5	4.88	285.3	8.17	580,100	4,741	16.62
MARKETS 61-70—TOTAL			733,300	60.4	4.77	288.1	6.98	4,859,100	33,910	117.70
MARKETS 1-70—TOTAL			16,991,900	59.9	4.87	292.0	6.62	103,478,500	685,236	2346.70
KNOXVILLE	2	70	63,200	58.0	4.44	257.5	5.25	331,300	1,740	6.76
LANSING-EAST LANSING	4	117	71,200	62.0	4.69	291.0	5.27	385,500	2,032	6.98
HARRISBURG	4	116	65,700	64.4	4.44	285.7	7.87	328,700	2,587	9.05
NEW HAVEN-WEST HAVEN	4	103	60,300	59.5	4.80	285.5	14.35	396,700	5,693	19.94
BRIDGEPORT	2	47	55,900	57.4	4.27	245.1	4.77	310,800	1,483	6.05
BATON ROUGE	4	125	70,000	63.9	4.95	316.1	4.92	430,900	2,120	6.71
JOHNSON CITY-KINGSPORT-B	5	131	58,400	58.9	4.80	282.6	5.41	298,500	1,616	5.72
MOBILE	4	152	59,600	61.3	4.48	274.4	6.70	393,400	2,637	9.61
EL PASO	5	197	58,600	57.8	4.79	276.7	10.08	299,100	3,015	10.90
CANTON	4	147	54,500	59.1	4.67	275.8	9.55	287,000	2,741	9.94
MARKETS 71-80—TOTAL			617,400	60.3	4.64	279.5	7.41	3,461,900	25,664	91.82
MARKETS 1-80—TOTAL			17,609,300	59.9	4.87	291.5	6.65	106,940,400	710,900	2438.77
ALBUQUERQUE	5	170	64,000	63.7	4.93	314.0	8.74	427,800	3,741	11.91
CHATTANOOGA	4	124	64,000	67.9	4.56	309.6	5.87	417,200	2,448	7.90
WICHITA, KS	4	135	64,000	67.7	4.89	331.3	[illegible]	389,300	2,319	7.00
MCALLEN-BROWNSVILLE	3	105	59,800	63.8	4.78	304.5	5.32	336,700	1,791	5.88
WORCESTER	4	108	54,300	65.1	5.03	327.2	7.96	375,300	2,989	9.14
COLUMBIA, SC	4	173	56,800	61.7	4.90	302.4	12.03	377,600	4,541	15.02

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
TARGET AUDIENCE: WOMEN 18-49 (cont.)										
DAVENPORT-ROCK IS-MOL	3	112	52,300	61.5	4.68	288.1	10.29	335,800	3,454	11.99
CHARLESTON-N CHARLESTON	4	102	55,100	63.8	4.96	316.3	7.63	313,300	2,390	7.56
LITTLE ROCK-N LITTLE ROCK	3	102	55,800	62.1	4.69	291.4	5.59	679,600	3,800	13.04
BEAUMONT-PORT ARTHUR	6	219	51,200	60.4	4.92	296.9	8.95	300,900	2,693	9.07
MARKETS 81-90—TOTAL			577,000	63.8	4.83	308.3	7.67	3,933,500	30,168	97.85
MARKETS 1-90—TOTAL			18,186,300	60.0	4.86	292.0	6.68	110,873,900	741,066	2537.90
BAKERSFIELD	4	137	52,500	63.6	4.91	312.7	9.02	262,200	2,365	7.56
FT. WAYNE	2	61	58,300	68.7	4.57	313.5	5.89	544,300	3,205	10.22
PEORIA	3	100	48,200	58.4	4.69	273.8	9.97	257,500	2,566	9.37
LAS VEGAS	4	142	52,000	60.2	4.83	290.7	8.44	250,900	2,118	7.29
YORK	3	75	47,400	60.2	4.32	260.1	3.90	460,700	1,798	6.91
SHREVEPORT	5	143	50,700	62.0	4.89	303.2	5.80	446,300	2,588	8.54
LANCASTER	9	265	46,200	58.9	4.95	291.5	16.47	237,600	3,914	13.43
DES MOINES	4	130	53,600	65.8	4.98	327.2	8.49	617,800	5,246	16.03
UTICA-ROME	3	103	40,100	58.4	4.65	271.9	13.60	213,900	2,908	10.70
SARASOTA-BRADENTON	7	235	24,200	53.4	4.67	249.1	33.79	113,100	3,822	15.34
MARKETS 91-100—TOTAL			473,200	61.4	4.75	291.7	8.97	3,404,300	30,530	104.66
MARKETS 1-100—TOTAL			18,659,500	60.1	4.86	292.0	6.75	114,278,200	771,596	2642.45
MADISON	4	151	51,700	60.3	4.84	291.8	8.09	284,600	2,301	7.89
READING	5	163	39,000	56.3	4.76	268.2	14.27	185,600	2,649	9.83
SPOKANE	3	105	42,200	59.2	4.62	274.0	7.21	273,200	1,969	7.19
BINGHAMTON	3	108	40,600	59.7	4.65	277.6	12.24	198,200	2,425	8.74
STOCKTON	7	339	40,800	60.2	4.94	297.6	19.32	201,500	3,893	13.08
LEXINGTON-FAYETTE	3	113	52,500	67.0	4.87	326.0	6.90	385,400	2,660	8.16
HUNTINGTON-ASHLAND	4	77	44,400	64.4	4.80	308.6	5.23	299,900	1,568	5.08
JACKSON, MS	4	127	47,400	64.6	4.97	321.1	5.27	439,400	2,315	7.21
CORPUS CHRISTI	3	101	42,800	60.9	4.73	287.9	5.62	249,900	1,404	4.88
APPLETON-OSHKOSH	4	135	38,700	57.1	4.57	260.8	7.18	233,000	1,672	6.41
MARKETS 101-110—TOTAL			440,000	61.1	4.78	292.0	8.31	2,750,700	22,856	78.27
MARKETS 1-110—TOTAL			19,099,500	60.1	4.86	292.0	6.79	117,028,900	794,452	2720.73
EVANSVILLE	2	61	37,200	58.7	4.45	261.0	5.51	239,200	1,317	5.05
HUNTSVILLE, AL	4	133	44,000	59.2	4.72	279.7	7.12	229,300	1,632	5.83
SALINAS-SEASIDE MONTRY	4	106	36,000	59.5	4.46	265.6	4.09	230,100	940	3.54
LAKELAND-WINTER HAVEN	9	390	33,600	56.0	4.90	274.5	19.67	176,500	3,471	12.64
AUGUSTA, GA	4	145	41,300	60.3	4.45	268.0	6.88	279,000	1,920	7.16
SOUTH BEND	2	61	37,100	61.3	4.50	276.0	3.40	286,900	976	3.54
PENSACOLA	4	115	39,600	57.5	4.71	270.9	9.17	222,800	2,043	7.54
COLORADO SPRINGS	4	103	39,200	58.7	4.66	273.4	6.56	203,500	1,335	4.88
GREENEVILLE-NW BRN-WASH	5	177	37,500	59.4	4.81	285.6	4.44	341,000	1,515	5.30
ERIE	2	69	39,200	63.1	4.49	283.6	6.50	189,600	1,232	4.34
MARKETS 111-120—TOTAL			384,700	59.4	4.61	273.8	6.83	2,397,900	16,381	59.83
MARKETS 1-120—TOTAL			19,484,200	60.1	4.85	291.7	6.79	119,426,800	810,833	2779.68
KALAMAZOO-PORTAGE	3	110	43,700	64.4	4.67	300.9	11.17	242,000	2,703	8.98
DULUTH-SUPERIOR	4	101	35,100	64.3	4.76	305.9	8.50	211,600	1,799	5.88
ROCKFORD	2	63	38,900	61.4	4.34	266.4	7.96	194,500	1,548	5.81
EUGENE-SPRINGFIELD	4	150	37,900	60.5	4.83	291.7	10.82	223,400	2,418	8.29
CHARLESTON, N CHRLSTON	3	83	41,300	68.0	4.89	332.2	10.52	257,500	2,709	8.15
MONTGOMERY	2	48	35,400	59.1	3.73	220.4	4.61	168,000	775	3.52
MELBOURNE-TITUSVILLE-COC	5	213	37,600	60.1	4.63	278.7	10.55	174,200	1,838	6.59
MODESTO	5	131	32,600	60.8	4.87	295.5	11.27	159,800	1,801	6.09
MACON	5	168	36,400	62.8	4.86	305.5	7.40	301,900	2,233	7.31
DAYTONA BEACH	6	192	23,500	60.0	4.82	289.5	16.43	117,200	1,926	6.65
MARKETS 121-130—TOTAL			382,400	62.2	4.64	288.4	9.63	2,050,100	19,750	68.48
MARKETS 1-130—TOTAL			19,846,600	60.1	4.85	291.6	6.84	121,476,900	830,583	2848.36

(Continued)

TARGET AUDIENCE: WOMEN 18-49 (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
ROANOKE	3	85	37,200	70.0	4.81	323.0	5.25	381,800	2,005	6.21
BOISE	4	162	30,100	57.5	4.78	274.6	7.48	204,100	1,528	5.56
FAYETTEVILLE, NC	3	117	33,400	61.4	4.71	289.0	5.30	236,300	1,252	4.33
COLUMBUS, GA	4	160	36,800	65.1	5.01	325.6	5.96	316,100	1,884	5.79
SAGINAW	4	140	32,800	63.0	4.88	307.5	7.07	261,400	1,848	6.01
SAVANNAH	4	112	29,400	61.1	4.71	287.7	11.84	159,000	1,883	6.55
PORTLAND, ME	5	116	27,800	60.6	4.77	289.5	8.74	257,900	2,255	7.79
LUBBOCK	4	119	35,200	66.1	5.01	331.2	5.49	260,300	1,428	4.31
SPRINGFIELD, MO	3	116	32,100	68.2	4.85	330.6	6.12	236,100	1,444	4.37
ATLANTIC CITY	4	128	23,600	63.2	4.97	313.9	11.84	160,300	1,898	6.05
MARKETS 131-140—TOTAL			318,400	63.7	4.83	307.4	7.05	2,473,100	17,423	56.68
MARKETS 1-140—TOTAL			20,165,000	60.2	4.85	291.8	6.84	123,950,000	848,006	2906.12
LINCOLN	3	81	29,200	61.0	4.68	286.2	9.67	139,200	1,346	4.70
WHEELING	3	90	24,900	62.9	4.72	296.7	8.22	225,100	1,851	6.24
TOPEKA	3	103	26,700	61.8	4.73	292.4	7.11	161,000	1,145	3.92
ANCHORAGE	3	85	28,000	58.9	4.66	274.4	13.16	149,100	1,962	7.15
TERRE HAUTE	4	107	25,100	67.3	4.86	327.1	9.37	154,200	1,445	4.42
ASHEVILLE	2	82	25,500	66.3	4.63	306.5	8.26	138,000	1,140	3.72
GREEN BAY	2	64	27,300	66.0	4.55	300.7	5.36	252,200	1,352	4.50
CEDAR RAPIDS	3	91	27,300	64.5	4.79	309.5	8.17	220,900	1,804	5.83
RENO	4	121	23,100	61.4	4.85	298.1	11.52	117,900	1,358	4.56
STEUBENVILLE-WEIRTON	3	120	21,500	58.8	4.66	273.5	13.64	100,100	1,365	4.99
MARKETS 141-150—TOTAL			258,600	62.6	4.71	295.9	8.91	1,657,700	14,768	49.91
MARKETS 1-150—TOTAL			20,423,600	60.2	4.85	291.9	6.87	125,607,700	862,774	2955.72
AMARILLO	2	82	23,400	58.3	4.43	258.0	3.50	219,200	767	2.97
WACO	3	113	20,000	58.1	4.63	268.4	15.74	100,700	1,585	5.91
YAKIMA	3	85	20,900	61.6	4.81	296.5	7.12	104,000	740	2.50
LYNCHBURG, VA	3	72	21,900	59.6	4.55	271.4	7.42	102,800	763	2.81
MANCHESTER	3	108	20,100	59.8	4.66	278.6	14.62	121,200	1,772	6.36
TALLAHASSEE	3	99	25,500	61.0	4.70	286.8	5.48	192,200	1,053	3.67
WATERLOO-CEDAR RAPIDS	2	62	23,400	69.4	4.46	309.8	6.10	148,900	908	2.93
FARGO-MOORHEAD	3	95	22,600	67.7	4.87	329.3	12.13	120,800	1,465	4.45
ALTOONA	2	51	19,000	66.6	4.45	296.5	7.80	94,900	740	2.50
WICHITA FALLS	3	121	21,400	70.1	4.96	348.2	7.54	188,700	1,422	4.08
MARKETS 151-160—TOTAL			218,200	62.9	4.65	292.7	8.05	1,393,400	11,215	38.32
MARKETS 1-160—TOTAL			20,641,800	60.2	4.85	291.9	6.88	127,001,100	873,989	2994.14
WILMINGTON, NC	4	146	18,700	61.6	4.91	302.3	11.73	115,900	1,359	4.50
BLOOMINGTON, IL	2	53	25,500	75.9	4.73	359.2	7.78	142,500	1,108	3.08
LAFAYETTE, LA	3	82	21,900	65.5	4.56	298.8	5.09	177,900	906	3.03
PUEBLO	4	114	17,400	61.6	4.77	293.3	9.83	95,800	942	3.21
MEDFORD-ASHLAND	3	90	15,500	58.8	4.46	262.1	7.99	76,000	607	2.32
RICHLAND-KENWCK-PASCO	4	107	17,700	64.6	4.85	313.5	8.52	91,400	779	2.48
BILLINGS	2	51	16,200	64.8	4.50	291.6	5.34	92,100	492	1.69
SIOUX FALLS, SD	3	99	15,000	61.7	4.45	274.9	6.96	157,200	1,094	3.98
GREAT FALLS	2	72	13,200	66.9	4.50	301.5	8.58	80,400	690	2.29
CASPER, WY	2	46	9,600	63.6	4.51	286.8	13.85	45,200	626	2.18
MARKETS 161-170—TOTAL			170,700	64.8	4.64	300.9	8.01	1,074,400	8,603	28.59
MARKETS 1-170—TOTAL			20,812,500	60.3	4.84	292.0	6.89	128,075,500	882,592	3022.58
NASSAU-SUFFOLK	17	460	267,600	45.4	4.67	212.1	10.27	1,343,600	13,803	65.08
ANAHEIM-ST ANA-GAR GR	7	259	123,200	27.1	4.21	114.2	17.71	519,100	9,194	80.51
SAN JOSE	12	495	193,400	60.4	5.07	306.1	11.15	1,458,800	16,259	53.12
NEW BEDFORD-FALL RIVER	8	274	42,700	40.9	4.48	183.0	15.18	191,100	2,901	15.85
MARKETS 171-174—TOTAL			626,900	42.8	4.69	200.6	12.00	3,512,600	42,157	210.15
MARKETS 1-174—TOTAL			21,459,400	59.5	4.84	288.1	7.03	131,588,100	924,749	3209.82

TARGET AUDIENCE: WOMEN 25-54

Population: 30,077,400
Daytime, Mon.-Fri., 6 am-7 pm
Goal: 300 GRP's, 4 wks, 60 reach/5 freq
Spot distribution: equal
Rate adjustment: -15%

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
NEW YORK	8	282	2,038,300	60.1	4.99	300.0	4.91	10,654,300	52,322	174.41
LOS ANGELES	10	368	1,097,300	60.4	5.09	307.4	6.96	6,400,400	44,546	144.91
CHICAGO	8	173	904,800	60.1	4.96	297.9	5.71	5,807,300	33,159	111.31
SAN FRANCISCO	9	328	623,000	60.5	5.01	303.3	9.03	3,632,700	32,820	108.21
PHILADELPHIA	6	169	574,500	60.2	4.91	295.8	5.08	3,244,800	16,479	55.71
DETROIT	7	224	519,200	59.7	4.87	291.0	6.18	2,879,800	17,808	61.20
BOSTON	5	136	399,100	59.5	4.85	288.8	8.38	2,540,800	21,299	73.75
WASHINGTON, D.C.	8	201	404,700	61.2	4.93	302.0	8.22	2,230,800	18,346	60.75
HOUSTON-GALVESTON	7	230	344,000	61.3	5.04	309.2	10.25	1,851,700	18,986	61.40
DALLAS-FT. WORTH	6	151	315,800	58.5	4.88	284.5	6.59	2,086,000	13,753	48.34
GROUP SUBTOTAL			7,218,500	60.2	4.98	299.4	6.52	41,328,400	269,518	900.19
MARKETS 1-10—TOTAL			7,218,500	60.2	4.98	299.4	6.52	41,328,400	269,518	900.19
ST. LOUIS	4	121	284,800	61.5	4.73	291.0	5.84	1,510,500	8,820	30.31
PITTSBURGH	4	106	281,500	62.5	4.74	296.4	5.27	1,645,600	8,672	29.26
BALTIMORE	5	147	288,100	62.1	4.95	307.3	8.50	1,352,900	11,505	37.44
MINNEAPOLIS-ST. PAUL	5	176	240,900	60.9	4.54	276.3	7.23	1,472,700	10,654	38.56
CLEVELAND	6	201	228,800	58.7	4.95	290.5	8.11	1,586,900	12,868	44.30
SEATTLE-EVERETT-TACOMA	7	192	219,300	58.9	4.95	291.6	7.38	1,201,700	8,872	30.43
ATLANTA	5	168	238,800	62.8	4.89	307.0	10.51	1,334,700	14,027	45.69
SAN DIEGO	9	387	183,400	58.6	4.95	289.9	18.85	907,200	17,099	58.98
MIAMI	9	233	172,900	59.1	4.93	291.2	8.23	1,351,800	11,121	38.19
TAMPA-ST. PETERSBURG	7	194	140,600	60.8	4.89	297.4	12.64	842,400	10,651	35.81
MARKETS 11-20—TOTAL			2,258,900	60.7	4.84	294.0	8.65	13,206,200	114,289	388.74
MARKETS 1-20—TOTAL			9,477,400	60.3	4.94	298.1	7.04	54,534,600	383,807	1287.51

(Continued)

TOTAL RADIO

KMOX
ST. LOUIS 1120

Represented by
CBS Radio Spot Sales

TARGET AUDIENCE: WOMEN 25-54 (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
DENVER-BOULDER	5	161	196,900	62.0	4.94	306.3	9.16	1,201,300	11,004	35.93
PROVIDENCE-WRWCK-PAW	7	189	175,100	64.9	4.93	320.2	7.49	903,300	6,765	21.13
MILWAUKEE	5	153	177,700	64.3	4.94	318.0	7.44	1,046,100	7,783	24.47
CINCINNATI	4	124	157,000	59.6	4.82	287.4	9.81	973,900	9,556	33.25
BUFFALO	3	77	159,400	63.6	4.78	304.9	6.71	879,100	5,900	19.35
KANSAS CITY	5	153	163,100	62.8	5.01	314.8	6.75	1,404,600	9,475	30.10
PHOENIX	7	194	147,500	61.3	4.90	300.4	11.55	838,100	9,676	32.21
PORTLAND, OR	5	144	132,800	59.7	4.83	288.6	9.96	844,700	8,417	29.16
NORFLK-PORTMOUTH-HMTN	5	116	131,000	57.5	4.79	275.6	4.30	690,300	2,969	10.77
INDIANAPOLIS	5	145	144,900	63.9	4.89	312.8	8.85	910,900	8,059	25.76
MARKETS 21-30—TOTAL			1,585,400	62.1	4.89	303.5	8.21	9,692,300	79,604	262.29
MARKETS 1-30—TOTAL			11,062,800	60.5	4.94	298.9	7.22	64,226,900	463,411	1550.39
NEW ORLEANS	6	226	136,900	61.3	4.87	298.4	10.36	811,100	8,401	28.15
COLUMBUS, OH	4	121	138,300	66.2	5.00	330.8	9.65	906,600	8,748	26.44
ROCHESTER, NY	3	110	121,400	65.3	4.79	312.7	11.74	660,000	7,750	24.78
FT. LAUR-HOLLYWOOD	9	397	87,900	54.3	4.75	258.1	19.15	818,300	15,667	60.70
SACRAMENTO	8	266	117,300	61.3	5.04	309.1	11.94	795,300	9,496	30.72
SAN ANTONIO	6	136	111,600	61.0	4.96	302.7	7.84	827,600	6,489	21.44
LOUISVILLE	5	185	109,900	62.5	4.99	311.7	10.96	738,300	8,090	25.95
MEMPHIS	4	114	98,500	57.8	4.80	277.1	11.25	763,400	8,587	30.99
HARTFORD-NEW HAVEN	3	84	95,600	58.4	4.32	252.5	7.27	700,200	5,087	20.15
DAYTON	3	93	98,600	58.9	4.71	277.3	10.55	555,600	5,860	21.13
MARKETS 31-40—TOTAL			1,116,000	60.9	4.84	294.8	11.11	7,576,400	84,175	285.53
MARKETS 1-40—TOTAL			12,178,800	60.6	4.93	298.5	7.63	71,803,300	547,586	1834.46

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WKIS Orlando
WLQR Toledo
WLQA Cincinnati
WFMS Indianapolis
KPLX/KLIF Dallas/Fort Worth
WLTA Atlanta.

*Subject to qualification upon request.

TARGET AUDIENCE: WOMEN 25-54 (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
BIRMINGHAM	6	212	100,300	63.3	4.94	312.4	9.22	606,000	5,585	17.88
ALBANY-SCHENCTDY-TROY	3	95	84,800	57.6	4.63	266.6	10.43	519,600	5,421	20.33
GRBORO-WIN SALEM-HI PT	8	231	97,300	59.3	4.85	287.5	9.05	726,900	6,576	22.87
NASHVILLE-DAVIDSON	5	154	93,000	60.0	4.85	291.1	10.82	575,200	6,225	21.38
TOLEDO	4	98	89,100	61.8	4.88	301.3	7.62	465,000	3,545	11.77
SALT LAKE CITY	6	225	94,800	64.0	5.02	321.1	10.10	653,800	6,605	20.57
OKLAHOMA CITY	4	131	93,400	61.8	4.85	299.7	7.36	704,300	5,182	17.29
HONOLULU	4	175	82,800	57.8	4.64	268.2	8.40	423,100	3,556	13.26
JACKSONVILLE	5	161	79,500	57.7	4.66	269.0	8.94	462,200	4,132	15.36
AKRON	7	223	75,000	59.7	4.81	287.1	13.70	438,500	6,008	20.93
MARKETS 41-50—TOTAL			890,000	60.3	4.82	290.8	9.48	5,574,600	52,835	181.69
MARKETS 1-50—TOTAL			13,068,800	60.6	4.92	298.0	7.76	77,377,900	600,421	2014.84
NORTHEAST PA	5	111	73,600	60.5	4.89	296.2	6.99	398,000	2,781	9.39
SYRACUSE	4	106	78,300	63.2	4.76	300.7	6.24	460,300	2,871	9.55
ALNTWN-BETHLEHEM-ESTON	4	116	76,500	61.7	4.85	299.2	7.34	387,300	2,841	9.50
BURLINGTON-PLATTSBURG	12	332	70,300	60.8	5.13	311.6	8.37	360,800	3,021	9.69
RICHMOND	3	97	74,900	59.1	4.60	272.1	11.78	459,600	5,412	19.89
ORLANDO	4	168	66,800	57.3	4.62	264.8	13.26	483,200	6,407	24.20
SPRINGFIELD-CHIC-HOLYOKE	2	57	65,100	58.6	4.38	256.8	8.09	307,200	2,484	9.67
TULSA	3	71	72,600	59.1	4.64	274.4	5.11	442,300	2,261	8.24
CHARLOTTE-GASTONIA	3	80	76,800	59.8	4.65	278.1	9.07	693,000	6,283	22.59
OMAHA-COUNCIL BLUFFS	2	60	64,300	57.4	4.39	251.8	6.03	626,400	3,778	15.00
MARKETS 51-60—TOTAL			717,200	59.8	4.70	280.9	8.26	4,618,100	38,137	135.77
MARKETS 1-60—TOTAL			13,786,000	60.5	4.91	297.1	7.79	81,996,000	638,558	2149.30
GRAND RAPIDS	4	88	66,100	61.8	4.69	289.9	7.90	462,500	3,653	12.60
GREENVILLE-SPARTANBURG	4	88	68,700	62.3	4.49	280.0	4.08	495,100	2,019	7.21
YOUNGSTOWN-WARREN	3	85	65,200	61.6	4.44	273.6	5.28	431,000	2,276	8.32
WILMINGTON, DE	5	138	61,300	59.2	4.91	290.3	8.99	307,800	2,766	9.53
PALM BEACH-BOCA RATON	6	128	50,300	58.5	4.73	276.8	9.44	261,200	2,466	8.01
RALEIGH-DURHAM	4	155	61,300	62.1	4.85	301.4	9.64	694,800	6,701	22.23
FLINT	5	146	60,800	60.0	4.92	295.3	10.32	330,100	3,408	11.54
AUSTIN, TX	5	141	51,900	59.4	4.81	285.5	8.03	283,200	2,273	7.96
TUCSON	5	240	51,500	59.3	4.88	289.4	16.33	272,900	4,457	15.40
FRESNO	6	171	54,000	61.3	5.05	309.6	10.26	466,600	4,787	15.46
MARKETS 61-70—TOTAL			591,100	60.6	4.77	289.0	8.69	4,005,200	34,806	120.44
MARKETS 1-70—TOTAL			14,377,100	60.5	4.90	296.7	7.83	86,001,200	673,364	2269.51
KNOXVILLE	3	72	53,400	58.8	4.46	261.4	4.58	346,400	1,586	6.07
LANSING-EAST LANSING	5	151	47,500	59.4	4.81	285.9	9.71	268,400	2,606	9.12
HARRISBURG	2	46	53,700	62.4	3.75	234.1	5.24	237,600	1,244	5.31
NEW HAVEN-WEST HAVEN	6	235	47,400	55.8	4.71	262.8	28.90	304,100	8,789	33.44
BRIDGEPORT	2	43	49,800	58.6	4.28	251.0	4.58	295,700	1,354	5.39
BATON ROUGE	4	122	50,300	60.3	4.83	291.1	6.30	323,500	2,038	7.00
JOHNSON CITY-KINGSPORT-B	6	193	52,400	62.7	5.00	313.9	8.27	283,500	2,344	7.47
MOBILE*	6	270	56,200	69.1	4.89	338.1	12.19	373,200	4,551	13.46
EL PASO	4	119	47,300	59.6	4.83	287.8	12.68	232,700	2,951	10.25
CANTON	4	193	47,000	60.0	4.66	279.7	14.08	225,600	3,176	11.36
MARKETS 71-80—TOTAL			505,000	60.6	4.62	279.9	10.60	2,890,700	30,639	109.46
MARKETS 1-80—TOTAL			14,882,100	60.5	4.89	296.2	7.92	88,891,900	704,003	2378.78
ALBUQUERQUE	5	243	49,100	62.1	4.87	302.1	14.04	380,500	5,342	17.68
CHATTANOOGA	4	116	54,400	67.3	4.51	304.0	6.95	329,400	2,290	7.53
WICHITA, KS	5	159	45,500	59.0	4.65	274.6	9.24	255,100	2,358	8.59
MCALLEN-BROWNSVILLE	3	102	43,900	59.6	4.44	264.5	7.77	219,600	1,707	6.45
WORCESTER	3	74	46,700	64.6	4.77	307.9	7.21	274,600	1,980	6.43
COLUMBIA, SC	4	113	43,700	60.8	4.80	291.9	12.69	254,300	3,227	11.06

(Continued)

TARGET AUDIENCE: WOMEN 25-54 (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
DAVENPORT-ROCK IS-MOL	3	82	41,200	58.0	4.68	271.4	10.32	224,200	2,314	8.53
CHARLESTON-N CHARLESTON	3	77	39,800	57.3	4.64	265.9	8.56	215,600	1,845	6.94
LITTLE ROCK-N LITTLE ROCK	4	130	44,500	58.9	4.78	281.5	10.66	409,500	4,366	15.51
BEAUMONT-PORT ARTHUR	7	220	44,200	61.0	4.98	304.0	10.97	256,500	2,815	9.26
MARKETS 81-90—TOTAL			453,000	60.9	4.71	287.1	10.02	2,819,300	28,244	98.38
MARKETS 1-90—TOTAL			15,335,100	60.5	4.89	295.9	7.98	91,711,200	732,247	2474.64
BAKERSFIELD	6	132	40,600	57.3	4.79	274.5	8.96	194,600	1,743	6.35
FT. WAYNE	1	27	41,200	59.3	3.74	221.4	4.95	375,300	1,859	8.40
PEORIA	4	122	45,100	66.0	5.04	332.8	11.62	262,700	3,053	9.17
LAS VEGAS	5	183	45,200	62.4	4.98	310.5	12.13	225,100	2,730	8.79
YORK	2	46	40,500	59.7	3.75	223.9	5.30	250,700	1,329	5.94
SHREVEPORT	5	137	43,500	63.6	4.93	313.5	6.23	423,100	2,637	8.41
LANCASTER	6	179	38,500	59.0	4.95	292.5	14.77	200,500	2,962	10.13
DES MOINES	4	96	44,400	67.0	5.07	339.9	6.94	590,100	4,098	12.06
UTICA-ROME	4	121	38,800	64.8	5.02	325.2	16.82	201,200	3,384	10.41
SARASOTA-BRADENTON	7	329	22,200	52.8	4.67	246.9	48.79	103,700	5,060	20.49
MARKETS 91-100—TOTAL			400,000	61.5	4.70	289.1	10.21	2,827,000	28,855	99.81
MARKETS 1-100—TOTAL			15,735,100	60.6	4.88	295.7	8.05	94,538,200	761,102	2573.90
MADISON	4	101	36,200	63.1	4.81	304.2	5.35	319,500	1,709	5.62
READING	4	101	36,000	59.8	4.82	288.4	11.62	173,600	2,017	6.99
SPOKANE	5	108	35,100	60.9	4.87	296.0	7.36	247,500	1,821	6.15
BINGHAMTON	3	106	37,3[illegible]	63.6	4.75	301.5	12.63	186,800	2,360	7.83
STOCKTON	9	469	33,400	57.8	4.93	285.1	31.40	164,500	5,166	18:12
LEXINGTON-FAYETTE	3	102	38,600	64.9	4.78	310.6	10.13	237,100	2,401	7.73
HUNTINGTON-ASHLAND	4	77	34,600	58.6	4.67	274.1	8.37	227,800	1,907	6.98
JACKSON, MS	3	71	34,200	58.3	4.63	269.7	7.08	227,200	1,609	5.97
CORPUS CHRISTI	4	129	35,600	62.2	4.88	303.0	8.92	223,900	1,997	6.59
APPLETON-OSHKOSH	5	145	32,500	62.2	4.84	301.1	10.19	187,600	1,912	6.35
MARKETS 101-110—TOTAL			353,500	61.1	4.80	293.2	10.43	2,195,500	22,899	78.10
MARKETS 1-110—TOTAL			16,088,600	60.6	4.88	295.7	8.10	96,733,700	784,001	2651.34
EVANSVILLE	3	89	37,000	68.3	4.91	335.4	9.65	230,700	2,227	6.64
HUNTSVILLE, AL	5	162	36,800	59.6	4.85	289.3	10.66	187,400	1,998	6.91
SALINAS-SEASIDE MONTRY	6	141	30,500	61.8	4.90	303.4	6.36	199,900	1,272	4.19
LAKELAND-WINTER HAVEN	9	319	30,300	60.4	4.99	301.6	18.14	161,000	2,921	9.69
AUGUSTA, GA	5	111	34,200	61.7	4.68	289.0	9.87	220,300	2,175	7.53
SOUTH BEND	2	55	30,300	59.6	4.44	264.6	5.03	182,000	915	3.46
PENSACOLA	5	131	33,400	62.0	4.96	307.1	14.63	190,300	2,785	9.07
COLORADO SPRINGS	5	125	32,900	63.3	4.93	312.7	9.01	192,400	1,733	5.54
GREENEVILLE-NW BRN-WASH	7	276	32,100	62.6	4.96	311.1	9.10	288,100	2,622	8.43
ERIE	2	64	29,800	57.7	4.35	250.9	9.15	132,400	1,211	4.93
MARKETS 111-120—TOTAL			327,300	61.7	4.80	296.4	10.01	1,984,500	19,859	67.00
MARKETS 1-120—TOTAL			16,415,900	60.6	4.88	295.7	8.14	98,718,200	803,880	2718.50
KALAMAZOO-PORTAGE	3	112	31,400	64.1	4.82	308.8	13.54	202,400	2,740	8.87
DULUTH-SUPERIOR	5	124	27,000	60.1	4.83	290.0	12.72	163,800	2,084	7.19
ROCKFORD	2	57	31,000	60.1	4.24	254.5	8.77	131,300	1,152	4.53
EUGENE-SPRINGFIELD	4	141	29,900	61.1	4.88	298.0	13.06	179,300	2,341	7.86
CHARLESTON, N CHRLSTON	3	83	33,500	62.2	4.80	298.5	12.19	221,500	2,700	9.05
MONTGOMERY	4	122	32,500	64.6	4.34	280.3	7.04	210,300	1,481	5.28
MELBOURNE-TITUSVILLE-COC	6	214	31,900	58.7	4.78	280.7	10.35	152,400	1,577	5.62
MODESTO	7	221	27,600	60.5	5.05	305.7	14.01	196,000	2,745	8.98
MACON	5	146	30,900	64.1	4.92	315.4	8.10	261,200	2,117	6.71
DAYTONA BEACH	5	177	20,000	59.1	4.65	274.0	18.01	96,600	1,740	6.35
MARKETS 121-130—TOTAL			295,700	61.5	4.73	290.8	11.39	1,814,800	20,677	71.10
MARKETS 1-130—TOTAL			16,711,600	60.6	4.88	295.6	8.20	100,533,000	824,537	2789.37

TARGET AUDIENCE: WOMEN 25-54 (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
ROANOKE	3	80	26,900	61.6	4.48	275.5	8.35	225,600	1,884	8.84
BOISE	4	118	24,700	57.8	4.78	275.7	9.11	158,800	1,428	5.18
FAYETTEVILLE, NC	4	140	28,300	65.4	5.00	326.9	7.68	186,700	1,433	4.38
COLUMBUS, GA	4	133	27,900	62.3	4.93	306.9	9.38	175,400	1,646	5.36
SAGINAW	4	117	25,300	58.8	4.77	280.9	7.34	199,700	1,465	5.22
SAVANNAH	5	127	25,300	64.3	5.01	322.4	12.83	183,600	2,355	7.30
PORTLAND, ME	4	89	24,100	62.6	4.73	296.1	7.52	234,000	1,760	5.94
LUBBOCK	4	93	23,100	61.9	4.89	302.9	7.14	153,200	1,094	3.61
SPRINGFIELD, MO	3	66	22,300	63.4	4.77	302.3	6.14	182,200	1,119	3.70
ATLANTIC CITY	4	118	20,200	59.3	4.83	287.1	14.53	116,100	1,687	5.88
MARKETS 131-140—TOTAL			246,100	61.7	4.82	297.3	8.75	1,813,300	15,871	53.38
MARKETS 1-140—TOTAL			16,957,700	60.6	4.88	295.8	8.21	102,346,300	840,408	2843.06
LINCOLN	4	115	21,200	65.9	5.04	331.7	17.93	106,800	1,915	5.77
WHEELING	3	63	23,000	66.4	4.88	323.6	6.73	216,200	1,455	4.50
TOPEKA	3	106	21,500	61.5	4.72	290.8	11.63	122,100	1,420	4.88
ANCHORAGE	4	98	22,200	61.5	4.88	300.0	19.11	121,800	2,328	7.76
TERRE HAUTE	3	67	18,800	64.7	4.37	283.1	10.93	94,700	1,035	3.66
ASHEVILLE	2	70	22,900	67.2	4.45	298.5	10.37	121,000	1,255	4.20
GREEN BAY	2	48	18,800	58.0	4.40	255.6	5.98	135,200	809	3.17
CEDAR RAPIDS	4	80	21,700	64.6	4.74	306.3	9.90	205,200	2,032	6.63
RENO	4	101	18,000	58.3	4.76	278.2	10.59	105,400	1,116	4.01
STEUBENVILLE-WEIRTON	4	134	19,800	60.0	4.81	288.8	14.70	95,300	1,401	4.85
MARKETS 141-150—TOTAL			207,900	62.8	4.71	296.0	11.16	1,323,700	14,766	49.89
MARKETS 1-150—TOTAL			17,165,800	60.7	4.87	295.6	8.25	103,670,000	855,174	2893.01
AMARILLO	3	92	19,600	59.7	4.71	281.7	4.81	194,300	935	3.32
WACO	4	163	19,000	68.5	5.08	347.5	19.78	118,000	2,334	6.72
YAKIMA	3	70	18,700	63.7	4.81	307.2	6.79	92,000	625	2.03
LYNCHBURG, VA	4	132	17,500	60.0	4.71	283.2	14.47	82,400	1,192	4.21
MANCHESTER	3	105	16,900	59.8	4.67	279.8	15.92	110,900	1,765	6.31
TALLAHASSEE	4	163	16,000	61.9	4.88	302.7	13.57	130,700	1,773	5.86
WATERLOO-CEDAR RAPIDS	2	45	16,300	65.0	4.36	284.4	7.68	96,300	740	2.60
FARGO-MOORHEAD	3	58	13,800	61.5	4.65	286.6	12.83	133,400	1,712	5.97
ALTOONA	2	52	16,100	64.8	4.52	292.4	10.08	75,600	762	2.61
WICHITA FALLS	3	107	16,100	64.2	4.77	307.2	9.95	129,900	1,293	4.21
MARKETS 151-160—TOTAL			170,000	62.8	4.73	296.8	11.29	1,163,500	13,131	44.24
MARKETS 1-160—TOTAL			17,335,800	60.7	4.87	295.6	8.28	104,833,500	868,305	2937.43
WILMINGTON, NC	5	196	17,100	64.0	5.02	321.3	13.25	116,300	1,541	4.80
BLOOMINGTON, IL	1	18	13,700	66.5	3.81	253.4	8.01	61,200	490	1.93
LAFAYETTE, LA	3	96	14,900	59.5	4.39	261.6	8.87	119,600	1,061	4.06
PUEBLO	4	104	14,100	59.5	4.83	287.3	10.49	82,400	864	3.01
MEDFORD-ASHLAND	4	128	14,600	65.5	4.79	313.5	9.46	89,100	843	2.69
RICHLAND-KENWCK-PASCO	4	108	15,400	62.5	4.74	295.5	9.69	75,300	730	2.47
BILLINGS	3	95	11,700	57.8	4.61	266.8	11.77	93,900	1,105	4.14
SIOUX FALLS, SD	3	70	10,900	57.8	4.36	251.3	8.72	98,500	859	3.42
GREAT FALLS	2	53	10,500	65.5	4.55	296.9	5.95	86,900	517	1.74
CASPER, WY	2	50	7,700	62.5	4.48	280.5	18.68	36,400	680	2.42
MARKETS 161-170—TOTAL			130,600	62.1	4.58	284.2	10.11	859,600	8,690	30.58
MARKETS 1-170—TOTAL			17,466,200	60.7	4.87	295.6	8.30	105,693,100	876,995	2968.83
NASSAU-SUFFOLK	17	456	247,000	43.6	4.64	202.3	12.07	1,146,100	13,830	68.36
ANAHEIM-ST ANA-GAR GR	7	223	82,700	21.8	4.10	89.3	23.71	338,800	8,033	89.96
SAN JOSE	15	616	146,000	55.6	4.93	274.0	15.63	1,183,800	18,498	67.51
NEW BEDFORD-FALL RIVER	8	231	38,400	42.6	4.52	192.5	13.92	173,600	2,417	12.58
MARKETS 171-174—TOTAL			514,100	39.6	4.63	183.1	15.05	2,842,400	42,779	233.64
MARKETS 1-174—TOTAL			17,980,300	59.8	4.86	290.7	8.47	108,536,500	919,774	3164.00

TARGET AUDIENCE: TEENS

Population: 16,840,600
Teentime, Mon.-Fri., 3 pm-Midnight, Sat.-Sun., 10 am-7 pm
Goal: 300 GRP's, 4 wks, 60 reach/5 freq
Spot distribution†: Mon.-Fri. 3-7—40%; 7-Mid.—40%; Sat.—10%; Sun.—10%
Rate adjustment: -15%

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
NEW YORK	4	159	1,084,900	62.8	4.97	311.8	5.09	6,234,400	31,753	101.84
LOS ANGELES	6	227	569,800	60.6	5.02	304.0	7.90	3,254,200	25,707	84.56
CHICAGO	4	165	544,900	62.7	4.91	307.9	5.58	3,331,500	18,576	60.33
SAN FRANCISCO	6	270	310,000	59.6	4.84	288.3	10.81	1,600,900	17,313	60.05
PHILADELPHIA	6	215	315,800	60.2	4.96	298.4	7.51	1,992,000	14,958	50.13
DETROIT	3	111	293,400	57.0	4.63	264.2	6.17	1,465,200	9,042	34.22
BOSTON	4	133	240,200	62.7	4.76	298.5	7.55	1,479,300	11,165	37.40
WASHINGTON, D.C.	5	131	200,500	58.3	4.65	271.3	9.[illegible]	1,063,000	9,632	35.50
HOUSTON-GALVESTON	3	77	180,500	58.4	4.68	273.4	6.[illegible]	952,100	6,027	22.04
DALLAS-FT. WORTH	5	158	175,800	62.6	4.85	304.0	8.6[illegible]	1,034,900	8,997	29.60
GROUP SUBTOTAL			3,915,600	61.1	4.88	298.1	6.84	22,407,500	153,170	513.82
MARKETS 1-10—TOTAL			3,915,600	61.1	4.88	298.1	6.84	22,407,500	153,170	513.82
ST. LOUIS	4	93	166,600	59.2	4.65	275.1	7.64	881,700	6,912	25.13
PITTSBURGH	3	95	166,500	66.3	4.88	323.3	6.14	1,009,800	6,203	19.19
BALTIMORE	5	137	147,000	59.8	4.93	294.9	9.06	785,800	7,120	24.14
MINNEAPOLIS-ST. PAUL	4	63	140,000	60.8	4.35	264.3	7.01	742,800	5,205	19.69
CLEVELAND	4	187	135,400	63.3	4.96	313.7	9.82	1,395,000	13,694	43.65
SEATTLE-EVERETT-TACOMA	4	155	116,900	57.3	4.65	266.3	8.81	605,000	5,333	20.03
ATLANTA	4	138	132,900	66.5	4.82	320.8	11.45	795,000	9,100	28.37
SAN DIEGO	5	160	103,600	58.0	4.80	278.1	13.72	497,000	6,818	24.52
MIAMI	11	465	84,300	60.7	5.07	307.8	32.57	635,500	20,696	67.24
TAMPA-ST. PETERSBURG	3	108	82,500	66.3	4.86	322.4	12.77	542,200	6,922	21.47
MARKETS 11-20—TOTAL			1,275,700	61.7	4.78	295.0	11.15	7,889,800	88,003	298.32
MARKETS 1-20—TOTAL			5,191,300	61.2	4.86	297.4	7.96	30,297,300	241,173	810.94
DENVER-BOULDER	3	95	96,800	57.5	4.64	267.0	6.49	588,300	4,993	18.70
PROVIDENCE-WRWCK-PAW	3	93	99,500	65.6	4.57	299.9	5.71	561,800	3,207	10.69
MILWAUKEE	4	183	111,900	69.6	4.96	345.1	10.48	637,300	6,676	19.35
CINCINNATI	4	194	94,400	61.4	4.64	284.6	18.51	722,800	13,381	47.02
BUFFALO	2	95	91,200	58.3	4.42	257.6	6.43	676,700	4,348	16.88
KANSAS CITY	3	176	85,900	61.0	4.69	285.7	12.02	733,700	8,817	30.86
PHOENIX	4	121	87,000	59.5	4.69	279.3	9.28	495,600	4,599	16.47
PORTLAND, OR	2	84	79,400	64.5	4.55	293.4	10.76	434,400	4,672	15.92
NORFLK-PORTMOUTH-HMTN	5	140	76,300	59.9	4.90	293.7	8.62	408,400	3,521	11.99
INDIANAPOLIS	3	97	77,500	57.4	4.34	249.0	8.51	458,300	3,899	15.66
MARKETS 21-30—TOTAL			899,900	61.5	4.65	285.8	10.16	5,717,300	58,113	203.33
MARKETS 1-30—TOTAL			6,091,200	61.3	4.83	295.7	8.31	36,014,600	299,286	1012.13
NEW ORLEANS	5	212	86,600	64.9	4.84	314.2	11.68	646,300	7,548	24.02
COLUMBUS, OH	3	95	72,300	63.8	4.76	303.3	8.80	533,900	4,699	15.49
ROCHESTER, NY	3	108	75,100	68.5	4.95	339.4	10.29	419,000	4,313	12.71
FT. LAUR-HOLLYWOOD	3	150	49,900	61.7	4.52	279.3	23.65	509,900	12,061	43.18
SACRAMENTO	2	80	63,900	57.5	3.82	219.6	7.45	292,000	2,176	9.91
SAN ANTONIO	4	117	78,700	65.6	4.90	321.6	7.49	633,300	4,741	14.74
LOUISVILLE	3	91	63,800	62.1	4.81	298.4	8.06	478,300	3,856	12.92
MEMPHIS	3	103	66,100	61.2	4.76	291.1	7.39	666,800	4,930	16.94
HARTFORD-NEW HAVEN	4	201	57,700	64.2	4.83	310.2	8.68	714,400	6,202	19.99
DAYTON	3	123	56,800	61.3	4.77	292.2	13.93	308,200	4,292	14.69
MARKETS 31-40—TOTAL			670,900	63.2	4.71	297.8	10.54	5,202,100	54,818	184.08
MARKETS 1-40—TOTAL			6,762,100	61.4	4.82	295.9	8.59	41,216,700	354,104	1196.70

TARGET AUDIENCE: TEENS (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
BIRMINGHAM	3	80	53,300	57.1	4.33	247.3	8.58	319,400	2,740	11.08
ALBANY-SCHENCTDY-TROY	2	72	49,400	57.2	4.43	253.1	7.89	285,900	2,257	8.92
GRBORO-WIN SALEM-HI PT	4	142	48,100	58.0	4.64	269.5	11.21	363,800	4,077	15.13
NASHVILLE-DAVIDSON	4	135	51,400	60.7	4.86	295.5	8.65	437,100	3,782	12.80
TOLEDO	3	103	54,500	62.1	4.69	291.2	10.37	291,800	3,026	10.39
SALT LAKE CITY	3	120	63,600	63.9	4.81	307.3	7.70	362,600	2,792	9.09
OKLAHOMA CITY	2	82	50,200	60.5	4.44	269.0	6.94	378,400	2,625	9.76
HONOLULU	2	78	47,800	61.1	4.47	272.8	7.30	225,600	1,647	6.04
JACKSONVILLE	3	155	47,300	57.7	4.61	266.3	19.46	372,800	7,253	27.24
AKRON	5	490	17,200	23.2	4.08	94.9	176.49	89,800	15,849	167.01
MARKETS 41-50—TOTAL			482,800	56.7	4.58	259.3	14.72	3,127,200	46,048	177.59
MARKETS 1-50—TOTAL			7,244,900	61.1	4.80	293.3	9.02	44,343,900	400,152	1364.31
NORTHEAST PA	5	243	36,100	59.2	4.88	289.5	35.02	186,800	6,542	22.60
SYRACUSE	3	161	44,400	59.0	4.68	276.1	15.07	313,200	4,721	17.10
ALNTWN-BETHLEHEM-ESTON	3	97	40,000	62.5	4.74	295.9	9.94	198,800	1,975	6.67
BURLINGTON-PLATTSBURG	11	688	44,400	60.2	5.01	301.9	27.09	222,500	6,027	19.96
RICHMOND	3	76	41,200	63.0	4.50	283.6	8.12	296,600	2,409	8.49
ORLANDO	3	84	45,400	64.6	4.30	277.7	9.64	334,400	3,223	11.61
SPRINGFIELD-CHIC-HOLYOKE	2	98	37,100	58.2	4.38	255.3	18.11	189,200	3,427	13.42
TULSA	3	93	45,500	66.5	4.90	325.9	8.04	257,600	2,071	6.35
CHARLOTTE-GASTONIA	2	70	40,400	61.4	4.44	272.3	15.50	343,900	5,329	19.57
OMAHA-COUNCIL BLUFFS	3	124	48,600	70.7	5.01	354.7	7.05	636,900	4,491	12.66
MARKETS 51-60—TOTAL			423,100	62.6	4.69	293.5	13.50	2,979,700	40,215	137.02
MARKETS 1-60—TOTAL			7,668,000	61.2	4.79	293.3	9.31	47,323,600	440,367	1501.42
GRAND RAPIDS	3	68	42,000	61.3	4.45	273.0	5.86	350,200	2,052	7.52
GREENVILLE-SPARTANBURG	5	154	34,300	59.9	4.77	286.0	16.32	218,000	3,558	12.44
YOUNGSTOWN-WARREN	2	89	37,800	61.0	4.47	272.6	8.50	244,500	2,079	7.63
WILMINGTON, DE	3	125	35,300	58.8	4.46	261.9	15.64	157,400	2,462	9.40
PALM BEACH-BOCA RATON	7	341	27,300	58.5	4.94	288.7	49.19	134,800	6,631	22.97
RALEIGH-DURHAM	2	63	27,600	58.1	4.44	257.9	8.04	168,700	1,357	5.26
FLINT	5	194	37,800	59.7	4.81	287.4	20.62	220,400	4,545	15.81
AUSTIN, TX	8	227	26,900	55.6	4.85	270.0	29.93	134,900	4,038	14.96
TUCSON	3	65	33,400	62.5	4.73	295.7	6.76	187,500	1,287	[illegible].28
FRESNO	3	125	37,600	66.2	4.39	323.6	11.46	353,700	4,052	12.52
MARKETS 61-70—TOTAL			340,000	60.3	4.67	281.7	14.76	2,170,100	32,041	113.74
MARKETS 1-70—TOTAL			8,008,000	61.1	4.79	292.8	9.54	49,493,700	472,408	1613.42
KNOXVILLE	2	68	28,500	60.2	4.43	266.8	8.72	189,200	1,649	6.18
LANSING-EAST LANSING	3	63	30,400	63.8	4.41	281.7	6.69	141,300	946	3.36
HARRISBURG	6	322	27,500	59.0	4.78	282.2	45.82	140,[illegible]00	6,429	22.78
NEW HAVEN-WEST HAVEN	5	277	19,900	44.8	4.40	197.3	95.89	114,000	10,932	55.41
BRIDGEPORT	2	67	7,200	15.8	3.92	61.7	52.52	28,200	1,481	24.00
BATON ROUGE	3	76	33,[illegible]	62.4	4.74	295.7	4.99	238,000	1,187	4.01
JOHNSON CITY-KINGSPORT-B	5	136	27,500	65.3	4.96	324.2	9.13	168,600	1,539	4.75
MOBILE	4	122	37,100	71.4	4.63	331.0	7.16	288,800	2,068	6.25
EL PASO	4	113	34,500	62.8	4.77	299.6	6.69	192,200	1,286	4.29
CANTON	6	241	27,800	59.4	4.81	286.0	28.64	159,100	4,557	15.93
MARKETS 71-80—TOTAL			273,200	56.9	4.65	264.5	19.33	1,659,700	32,074	121.26
MARKETS 1-80—TOTAL			8,281,200	61.0	4.78	291.8	9.86	51,153,400	504,482	1728.86
ALBUQUERQUE	4	136	30,000	61.8	4.70	290.7	9.80	278,500	2,730	9.39
CHATTANOOGA	2	60	26,000	59.6	3.81	227.1	5.75	204,000	1,173	5.17
WICHITA, KS	3	138	32,400	72.6	4.70	341.7	8.32	249,000	2,071	6.08
MCALLEN-BROWNSVILLE	2	58	36,900	62.2	4.53	281.1	3.80	191,400	728	2.59
WORCESTER	2	55	25,200	58.7	4.40	258.3	7.44	186,200	1,385	5.36
COLUMBIA, SC	3	124	24,500	59.1	4.69	276.9	15.08	134,500	2,028	7.32

(Continued)

TARGET AUDIENCE: TEENS (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
DAVENPORT-ROCK IS-MOL	2	59	28,500	67.7	4.61	312.4	6.81	218,800	1,489	4.77
CHARLESTON-N CHARLESTON	3	101	30,200	67.0	4.92	329.7	15.05	155,600	2,342	7.10
LITTLE ROCK-N LITTLE ROCK	3	106	26,100	63.9	4.82	307.8	9.59	411,600	3,946	12.82
BEAUMONT-PORT ARTHUR	4	115	26,300	59.0	4.68	276.4	11.13	133,200	1,482	5.36
MARKETS 81-90—TOTAL			288,100	63.1	4.59	290.0	8.96	2,162,800	19,374	66.81
MARKETS 1-90—TOTAL			8,567,300	61.1	4.78	291.7	9.83	53,316,200	523,856	1795.87
BAKERSFIELD	8	140	28,200	58.7	4.71	275.8	14.69	140,800	2,068	7.50
FT. WAYNE	2	78	31,000	71.5	4.63	331.6	10.50	227,200	2,385	7.19
PEORIA	2	53	24,500	59.1	4.32	254.9	6.65	137,600	915	3.59
LAS VEGAS	2	61	23,900	57.5	4.46	256.3	9.68	106,600	1,032	4.03
YORK	2	59	24,500	63.7	4.48	284.4	5.38	206,400	1,111	3.91
SHREVEPORT	3	84	30,100	70.1	4.98	349.7	6.87	280,800	1,928	5.51
LANCASTER	2	117	10,300	26.6	4.02	107.0	32.51	41,400	1,346	12.58
DES MOINES	2	58	22,500	62.3	4.50	280.6	6.96	230,900	1,608	5.73
UTICA-ROME	3	90	23,500	63.6	4.82	306.2	15.71	121,800	1,913	6.25
SARASOTA-BRADENTON	3	96	7,400	32.5	4.11	133.9	86.58	30,400	2,632	19.66
MARKETS 91-100—TOTAL			223,900	57.9	4.58	264.8	11.11	1,523,900	16,938	63.97
MARKETS 1-100—TOTAL			8,791,200	61.0	4.77	291.0	9.86	54,840,100	540,794	1858.40
MADISON	3	133	18,600	58.4	4.70	274.3	11.77	142,400	1,676	6.11
READING	2	75	8,300	26.8	3.98	106.8	40.18	33,000	1,326	12.42
SPOKANE	2	57	22,500	64.7	4.41	285.3	7.19	155,700	1,119	3.92
BINGHAMTON	2	72	20,700	58.4	4.42	258.2	14.37	114,200	1,641	6.36
STOCKTON	5	198	21,400	60.0	4.64	278.4	23.79	99,400	2,365	8.49
LEXINGTON-FAYETTE	2	96	18,200	60.5	4.42	268.0	16.92	120,600	2,040	7.61
HUNTINGTON-ASHLAND	3	86	22,600	71.7	4.67	335.2	6.28	214,500	1,346	4.02
JACKSON, MS	4	129	22,500	65.2	5.00	325.8	7.33	342,600	2,512	7.71
CORPUS CHRISTI	2	52	27,600	71.4	4.69	334.4	4.93	141,900	700	2.09
APPLETON-OSHKOSH	3	96	22,000	62.4	4.53	282.2	9.90	136,400	1,350	4.78
MARKETS 101-110—TOTAL			204,400	60.3	4.59	276.9	10.71	1,500,700	16,075	58.05
MARKETS 1-110—TOTAL			8,995,600	61.0	4.77	290.7	9.88	56,340,800	556,869	1915.61
EVANSVILLE	2	41	20,600	64.4	4.35	280.0	7.91	114,200	903	3.23
HUNTSVILLE, AL	5	200	17,200	50.7	4.59	232.1	16.09	94,700	1,524	6.57
SALINAS-SEASIDE MONTRY	3	86	18,500	59.5	4.31	256.6	4.85	130,200	632	2.46
LAKELAND-WINTER HAVEN	4	155	8,100	26.3	4.10	107.8	42.56	33,200	1,413	13.11
AUGUSTA, GA	3	98	22,500	66.5	4.31	286.1	11.92	125,800	1,499	5.24
SOUTH BEND	2	68	19,000	59.8	4.29	257.4	7.96	113,600	904	3.51
PENSACOLA	4	153	20,300	62.0	4.85	301.2	16.93	128,500	2,175	7.22
COLORADO SPRINGS	2	73	17,200	57.0	4.38	249.7	9.23	91,000	840	3.36
GREENEVILLE-NW BRN-WASH	4	180	20,100	60.4	4.75	287.3	4.56	367,200	1,675	5.83
ERIE	2	60	19,400	61.6	4.47	276.4	11.25	92,000	1,035	3.74
MARKETS 111-120—TOTAL			182,900	57.0	4.46	254.3	9.76	1,290,400	12,600	49.55
MARKETS 1-120—TOTAL			[illegible],178,500	60.9	4.78	289.9	9.88	57,631,200	569,469	1964.36
KALAMAZOO-PORTAGE	2	71	9,100	31.2	3.95	123.4	36.29	46,600	1,691	13.70
DULUTH-SUPERIOR	3	72	23,400	74.4	4.74	353.5	6.84	162,800	1,113	3.15
ROCKFORD	3	111	20,700	66.0	4.78	315.0	18.46	117,900	2,176	6.91
EUGENE-SPRINGFIELD	2	66	16,900	60.0	4.41	265.1	11.13	78,000	868	3.27
CHARLESTON, N CHRLSTON	3	84	17,100	61.2	4.63	282.5	23.65	114,300	2,703	9.57
MONTGOMERY	3	70	19,800	64.2	4.34	279.2	8.34	105,500	880	3.15
MELBOURNE-TITUSVILLE-COC	5	218	18,500	59.6	4.49	268.1	17.51	83,100	1,455	5.43
MODESTO	3	94	16,300	59.3	4.66	276.4	18.99	76,000	1,443	5.22
MACON	3	72	18,100	63.0	4.76	299.3	7.02	156,000	1,095	3.66
DAYTONA BEACH	5	345	11,300	58.8	4.80	280.8	63.10	54,200	3,420	12.18
MARKETS 121-130—TOTAL			171,200	60.0	4.58	275.0	16.94	994,400	16,844	61.25
MARKETS 1-130—TOTAL			9,349,700	60.9	4.78	289.6	10.00	58,625,600	586,313	2024.56

TARGET AUDIENCE: TEENS (cont.)

METRO MARKET	# OF STAS	# OF ANCTS	NET REACH	REACH RATING	AVG FREQ	GRP'S	CPM TSA IMPR	TSA GROSS IMPRESSIONS	:60 COST (ADJ)	C/P AVG R P
ROANOKE	3	188	13,700	61.0	4.50	275.0	11.17	285,600	3,189	11.60
BOISE	2	57	16,500	63.8	4.49	287.2	4.06	122,300	496	1.73
FAYETTEVILLE, NC	2	73	16,500	69.1	4.63	319.7	7.32	123,200	902	2.82
COLUMBUS, GA	2	65	15,100	57.6	4.41	254.2	7.77	98.000	761	2.99
SAGINAW	3	82	16,200	57.9	4.68	270.6	7.34	139,300	1,023	3.78
SAVANNAH	3	99	15,800	65.4	4.82	316.2	15.74	139,100	2,189	6.92
PORTLAND, ME	5	107	13,700	59.3	4.63	274.5	15.23	132,400	2,017	7.35
LUBBOCK	2	50	14,800	66.9	4.61	308.6	5.14	124,200	638	2.07
SPRINGFIELD, MO	2	69	11,900	65.4	4.42	289.0	7.72	114,500	884	3.06
ATLANTIC CITY	3	202	11,200	58.2	4.61	267.4	28.20	82,000	2,312	8.65
MARKETS 131-140—TOTAL			145,400	62.3	4.58	285.7	10.59	1,360,600	14,411	50.44
MARKETS 1-140—TOTAL			9,495,100	60.9	4.76	289.6	10.01	59,986,200	600,724	2074.32
LINCOLN	4	186	10,700	62.3	4.88	303.5	50.63	56,800	2,876	9.48
WHEELING	2	66	10,900	59.0	4.43	262.5	12.67	63,600	806	3.07
TOPEKA	2	64	12,100	60.4	4.43	266.7	9.87	60,000	592	2.22
ANCHORAGE	2	67	13,600	60.0	4.18	251.8	18.86	68,400	1,290	5.12
TERRE HAUTE	4	114	10,200	61.0	4.62	282.0	20.93	69,000	1,444	5.12
ASHEVILLE	2	74	12,200	74.2	4.70	347.3	11.79	64,700	763	2.20
GREEN BAY	2	103	14,000	62.5	4.42	276.3	14.12	138,300	1,953	7.07
CEDAR RAPIDS	2	72	11,700	64.1	4.57	292.3	15.08	78,300	1,181	4.04
RENO	2	57	9,900	57.8	4.25	246.2	14.49	42,100	610	2.48
STEUBENVILLE-WEIRTON	3	131	9,000	49.1	4.39	215.8	36.38	39,500	1,437	6.66
MARKETS 141-150—TOTAL			114,300	60.9	4.48	273.1	19.03	680,700	12,952	47.43
MARKETS 1-150—TOTAL			9,609,400	60.9	4.75	289.4	10.12	60,666,900	613,676	2120.51
AMARILLO	2	50	13,000	71.4	4.55	325.3	5.85	88,000	515	1.58
WACO	2	68	10,700	63.8	4.51	289.2	12.20	55,100	672	2.32
YAKIMA	2	46	12,100	62.6	4.40	275.6	6.37	55,300	352	1.28
LYNCHBURG, VA	3	92	9,200	59.9	4.67	279.2	15.95	55,800	890	3.19
MANCHESTER	3	147	8,600	50.5	4.27	214.6	34.82	59,700	2,079	9.69
TALLAHASSEE	2	31	8,800	63.1	4.36	274.3	6.38	63,500	405	1.48
WATERLOO-CEDAR RAPIDS	2	64	10,700	68.3	4.56	310.8	12.17	75,200	915	2.94
FARGO-MOORHEAD	2	77	9,300	69.2	4.62	319.6	20.05	57,000	1,143	3.58
ALTOONA	2	56	9,200	65.4	4.46	292.9	18.49	41,000	758	2.59
WICHITA FALLS	2	66	8,500	60.8	4.36	265.7	11.80	58,800	694	2.61
MARKETS 151-160—TOTAL			100,700	63.5	4.48	284.5	13.82	609,400	8,423	29.61
MARKETS 1-160—TOTAL			9,710,100	60.9	4.75	289.3	10.15	61,276,300	622,099	2150.36
WILMINGTON, NC	3	60	9,500	64.3	4.71	304.1	10.16	61,500	625	2.06
BLOOMINGTON, IL	2	95	5,200	42.8	4.13	176.2	79.63	24,500	1,951	11.07
LAFAYETTE, LA	3	64	10,500	65.3	4.59	299.4	4.58	154,300	707	2.36
PUEBLO	3	89	9,500	61.1	4.55	276.9	16.00	49,000	784	2.83
MEDFORD-ASHLAND	2	96	8,900	70.6	3.78	266.7	9.44	43,200	408	1.53
RICHLAND-KENWCK-PASCO	2	59	10,100	62.9	4.53	284.5	10.11	52,400	530	1.86
BILLINGS	2	56	10,100	80.8	4.87	393.6	8.22	66,200	544	1.38
SIOUX FALLS, SD	3	110	8,000	65.6	4.55	298.4	10.38	117,200	1,216	4.08
GREAT FALLS	1	21	5,500	58.5	3.82	223.4	6.97	23,100	161	.72
CASPER, WY	3	70	4,600	59.9	4.26	254.5	41.56	21,800	906	3.56
MARKETS 161-170—TOTAL			81,900	63.5	4.43	281.6	12.77	613,200	7,832	27.81
MARKETS 1-170—TOTAL			9,792,000	60.9	4.75	289.3	10.18	61,889,500	629,931	2177.43
NASSAU-SUFFOLK	13	570	117,100	32.6	4.33	141.3	31.94	507,500	16,208	114.71
ANAHEIM-ST ANA-GAR GR	5	300	59,500	27.5	4.17	114.6	38.16	247,900	9,460	82.55
SAN JOSE	10	448	81,200	57.3	4.80	275.1	29.36	632,400	18,570	67.50
NEW BEDFORD-FALL RIVER	4	188	6,200	12.1	3.92	47.1	62.84	24,300	1,527	32.42
MARKETS 171-174—TOTAL			284,000	34.4	4.43	152.2	32.41	1,412,100	45,765	300.69
MARKETS 1-174—TOTAL			10,056,000	59.7	4.74	283.0	10.67	63,301,600	675,696	2387.62

ADI PLANNING GUIDE

COST AND COVERAGE DATA FOR TOP 50 ADI'S

The following sets of tables were designed to aid a planner in budgeting for spot radio by showing what it would cost to enter a market or group of markets at the 300 GRP level.

The audience data are based on Arbitron's surveys for the April/May 1979 sweep. Data are presented for total adults, men, women and teens. In each unit, the data are shown for four age groupings (except for teens): 18 years and over, 18-34, 18-49 and 25-54.

The adults data were developed for daytime listening, Monday-Friday, 6am-7pm. For men, two dayparts were used, drivetimes combined plus weekend, and daytime. For women the dayparts used were daytime, and morning drive through housewife time. The cost data for teens were developed on what is referred to as teentime—3 pm to midnight on weekdays and 10am to 7 pm on weekends.

The rates used were those in the computer at Blair Radio, whose facilities were used to compile these cost planning tables. However, the rates were adjusted 15% downward to allow for the inevitable effect of negotiation. The stations used to reach the 300 GRP target were those that had the highest reach in the market.

GUIDE TO MARKET GROUP LOCATION

ADI market	Market group
Albany-Schenectady-Troy	41-50
Atlanta	11-20
Baltimore	11-20
Birmingham	41-50
Boston	1-10
Buffalo	21-30
Charleston-Huntington	41-50
Charlotte	31-40
Chicago	1-10
Cincinnati	21-30
Cleveland	1-10
Columbus, OH	31-40
Dallas-Fort Worth	1-10
Dayton	41-50
Denver	21-30
Detroit	1-10
Grand Rapids-Kalamazoo-Battle Creek	31-40
Greenville-Spartanburg-Asheville	31-40
Harrisburg-York-Lancaster-Lebanon	41-50
Hartford-New Haven	21-30
Houston	11-20
Indianapolis	11-20
Kansas City	21-30
Los Angeles	1-10
Louisville	41-50
Memphis	31-40
Miami	11-20
Milwaukee	21-30
Minneapolis-St. Paul	11-20
Nashville	31-40
New Orleans	31-40
New York	1-10
Norfolk-Portsmouth-Newport News-Hampton	41-50
Oklahoma City	31-40
Orlando-Daytona Beach	31-40
Philadelphia	1-10
Phoenix	31-40
Pittsburgh	11-20
Portland, OR	21-30
Providence	31-40
Raleigh-Durham	41-50
Sacramento-Stockton	21-30
St. Louis	11-20
Salt Lake City	41-50
San Diego	21-30
San Francisco	1-10
Seattle-Tacoma	11-20
Tampa-St. Petersburg	11-20
Washington, DC	1-10
Wilkes Barre-Scranton	41-50

TARGET AUDIENCE: ADULTS 18+

Population: 103,041,900
Daytime, Mon.-Fri., 6 am-7 pm
Goal 300 GRP's, 4 wks, 60 reach/5 freq
Spot distribution: equal
Rate adjustment: -15%

ADI MARKET	# OF STAS	# OF ANCTS	GROSS IMPRESSIONS	NET REACH	REACH RATING	AVG FREQ	GRP'S	:60 COST (ADJ)	CPM IMPR	C/P AVG R P
NEW YORK	8	279	40,011,400	7,989,100	59.8	5.01	299.5	54,534	1.36	182.08
LOS ANGELES	10	368	23,272,100	4,578,500	60.0	5.08	305.0	45,619	1.96	149.57
CHICAGO	6	186	17,868,900	3,576,300	61.2	5.00	305.8	34,504	1.93	112.83
PHILADELPHIA	10	305	15,671,700	3,089,600	61.1	5.07	309.9	26,083	1.66	84.17
SAN FRANCISCO	8	331	10,512,100	2,132,700	58.5	4.93	288.4	31,640	3.01	109.71
BOSTON	8	243	11,622,300	2,302,500	59.8	5.05	301.8	32,763	2.82	108.56
DETROIT	6	240	9,664,200	1,992,400	59.6	4.85	289.1	22,133	2.29	76.56
WASHINGTON, DC	11	276	8,361,200	1,668,800	59.2	5.01	296.6	23,608	2.82	79.60
CLEVELAND	9	327	8,264,900	1,635,700	59.3	5.05	299.6	22,562	2.73	75.31
DALLAS-FT. WORTH	7	185	6,771,900	1,369,100	59.4	4.95	293.8	15,558	2.30	52.95
GROUP SUBTOTAL			152,020,700	30,334,700	59.9	5.01	300.4	309,004	2.03	1,028.64
MARKETS 1-10 TOTAL			152,020,700	30,334,700	59.9	5.01	300.4	309,004	2.03	1,028.64
PITTSBURGH	5	158	6,596,000	1,400,400	59.5	4.71	280.3	11,382	1.73	40.61
HOUSTON	7	200	6,056,300	1,215,000	58.7	4.98	292.6	16,430	2.71	56.15
ST. LOUIS	5	175	5,838,700	1,241,700	60.7	4.70	285.4	14,327	2.45	50.20
MINNPLS-ST. PAUL	5	155	5,251,600	1,186,300	58.3	4.43	258.1	10,387	1.98	40.24
MIAMI	10	251	5,572,500	1,113,600	58.6	5.00	293.2	14,731	2.64	50.24
ATLANTA	7	250	5,717,300	1,158,600	60.7	4.93	299.5	20,058	3.51	66.97
TAMPA-ST. PTRSBRG	8	235	4,914,000	995,400	59.1	4.94	291.8	11,092	2.26	38.01
SEATTLE-TACOMA	9	308	5,287,000	1,056,600	60.6	5.00	303.2	12,872	2.43	42.45
BALTIMORE	6	200	5,288,000	1,050,600	62.4	5.03	314.1	14,799	2.80	47.12
INDIANAPOLIS	8	247	4,870,300	970,600	61.1	5.02	306.6	13,171	2.70	42.96
MARKETS 11-20			55,391,700	11,388,800	59.9	4.86	291.3	139,249	2.51	478.03
MARKETS 1-20 TOTAL			207,412,400	41,723,500	59.9	4.97	297.9	448,253	2.16	1,504.71
DENVER	7	247	4,376,800	869,600	61.7	5.03	310.5	13,787	3.15	44.40
PORTLAND, OR	9	343	4,092,600	822,800	59.6	4.97	296.5	14,028	3.43	47.31
HARTFORD-NEW HAVEN	6	199	4,224,100	882,700	60.5	4.79	289.5 *	12,295	2.91	42.47
SACRAMENTO-STCKTN	14	487	4,250,600	834,100	60.2	5.10	306.8	15,301	3.60	49.87
MILWAUKEE	5	190	3,867,400	805,800	59.9	4.80	287.5	9,129	2.36	31.75
CINCINNATI	6	176	3,890,300	801,900	60.3	4.85	292.5	10,556	2.71	36.09
KANSAS CITY	6	187	3,912,000	782,100	62.0	5.00	310.1	11,042	2.82	35.61
SAN DIEGO	8	321	3,532,300	721,300	57.9	4.90	283.5	13,830	3.92	48.78
BUFFALO	4	115	3,580,800	743,500	58.6	4.82	282.2	8,509	2.38	30.15
NASHVILLE	12	412	3,686,300	728,400	60.0	5.06	303.6	12,221	3.32	40.25
MARKETS 21-30 TOTAL			39,413,200	7,992,200	60.1	4.93	296.3	120,698	3.06	407.35
MARKETS 1-30 TOTAL			246,825,600	49,715,700	60.0	4.96	297.7	568,951	2.31	1,911.16

* RATE FILE INCOMPLETE; RATES ESTIMATED

(Continued)

ADI MARKET	# OF STAS	# OF ANCTS	GROSS IMPRESSIONS	NET REACH	REACH RATING	AVG FREQ	GRP'S	:60 COST (ADJ)	CPM IMPR	C/P AVG R P
TARGET AUDIENCE: ADULTS 18 + (cont.)										
PROVDENCE-WAR-PAW	8	230	3,692,800	746,400	62.2	4.95	307.7 *	8,748	2.37	28.42
COLUMBUS, OH	5	173	3,231,200	668,400	58.3	4.83	281.8	12,464	3.86	44.23
PHOENIX	8	205	3,237,400	657,900	59.2	4.92	291.3	9,779	3.02	33.57
CHARLOTTE	6	171	3,299,900	673,200	58.9	4.90	288.7	12,209	3.70	42.29
MEMPHIS	6	206	3,333,300	670,600	60.0	4.97	298.2	12,285	3.69	41.20
NEW ORLEANS	7	269	2,995,600	618,900	58.0	4.84	280.7	11,504	3.84	40.98
GRNV-SPRTBRG-ASHVL	12	306	3,253,800	648,600	60.0	5.02	301.0 *	5,322	1.64	17.68
OKLAHOMA CITY	7	219	2,946,700	586,800	62.4	5.02	313.3	7,694	2.61	24.56
GRND RPDS-KAL-BAT	10	311	2,992,100	594,700	59.5	5.03	299.4 *	7,769	2.60	25.95
ORLNDO-DAYTNA BCH	9	312	2,868,800	568,900	60.5	5.04	305.1	11,260	3.92	36.91
MARKETS 31-40 TOTAL			31,851,600	6,434,400	59.9	4.95	296.4	99,032	3.11	334.12
MARKETS 1-40 TOTAL			278,677,200	56,150,100	59.9	4.96	297.5	867,983	2.40	2,245.32
WLKS BARE-SCRNTN	15	363	2,959,100	582,800	59.1	5.08	300.1 *	6,629	2.24	22.09
RALEIGH-DURHAM	7	234	2,944,100	596,200	59.5	4.94	293.8 *	8,605	2.92	29.29
LOUISVILLE	5	204	2,881,000	583,700	61.4	4.94	303.1	9,077	3.15	29.95
CHRLSTN-HNTNGTN	21	631	2,934,000	567,500	59.5	5.17	307.6 *	11,623	3.96	37.79
ALBANY-SCHEN-TROY	5	224	2,635,000	539,900	59.3	4.88	289.4	9,599	3.64	33.17
DAYTON	5	144	2,721,500	549,200	60.4	4.96	299.3	8,224	3.02	27.48
HRSBRG-YRK-LNCSTR	8	240	2,581,100	538,200	59.1	4.81	284.5	5,762	2.22	20.25
NRFLK-PRTMTH-NPT N	6	246	3,023,300	602,200	62.2	5.02	312.3	5,664	1.87	18.14
SALT LAKE CITY	7	243	2,581,600	524,100	58.0	4.93	285.7	7,625	2.95	26.69
BIRMINGHAM	9	316	2,740,800	542,100	61.9	5.06	312.9	8,633	3.15	27.59
MARKETS 41-50 TOTAL			28,011,500	5,625,900	60.0	4.98	298.9	81,441	2.91	272.47
MARKETS 1-50 TOTAL			306,688,700	61,776,000	60.0	4.96	297.6	749,424	2.44	2,518.23

TARGET AUDIENCE: ADULTS 18-34

Population: 41,667,400
Daytime, Mon.-Fri., 6 am-7 pm
Goal: 300 GRP's, 4 wks, 60 reach/5
Spot distribution: equal
Rate adjustment: -15%

ADI MARKET	# OF STAS	# OF ANCTS	GROSS IMPRESSIONS	NET REACH	REACH RATING	AVG FREQ	GRP'S	:60 COST (ADJ)	CPM IMPR	C/P AVG R P
NEW YORK	6	205	15,780,300	3,130,200	62.6	5.04	315.6	39,438	2.50	124.96
LOS ANGELES	9	338	10,004,800	1,966,000	61.4	5.09	312.5	36,540	3.65	116.93
CHICAGO	6	211	6 794,500	1,402,500	58.4	4.84	282.9	23,606	3.47	83.44
PHILADELPHIA	8	280	5,784,300	1,160,800	60.3	4.98	300.5	18,164	3.14	60.45
SAN FRANCISCO	8	353	4,636,300	936,900	60.3	4.95	298.4	29,539	6.37	98.99
BOSTON	6	189	4,667,000	940,800	60.8	4.96	301.6	19,559	4.19	64.85
DETROIT	5	191	4,436,300	900,500	63.7	4.93	313.8	15,186	3.42	48.39
WASHINGTON, DC	7	195	3,642,400	750,400	59.1	4.85	286.9	13,576	3.73	47.32
CLEVELAND	4	152	3,242,200	668,300	60.6	4.85	294.0	10,390	3.20	35.34
DALLAS-FT. WORTH	6	198	2,811,800	578,600	58.2	4.86	282.8	11,966	4.26	42.31
GROUP SUBTOTAL			61,799,900	12,435,000	60.9	4.97	302.8	217,984	3.53	719.83
MARKETS 1-10 TOTAL			61,799,900	12,435,000	60.9	4.97	302.8	217,984	3.53	719.83

* RATE FILE INCOMPLETE; RATES ESTIMATED

TARGET AUDIENCE: ADULTS 18-34 (cont.)

ADI MARKET	# OF STAS	# OF ANCTS	GROSS IMPRESSIONS	NET REACH	REACH RATING	AVG FREQ	GRP'S	:60 COST (ADJ)	CPM IMPR	C/P AVG R P
PITTSBURGH	4	135	2,301,900	480,900	57.8	4.79	276.7	9,818	4.27	35.48
HOUSTON	5	168	2,818,900	571,400	61.3	4.93	302.4	13,116	4.65	43.37
ST. LOUIS	5	140	2,310,900	478,800	59.9	4.83	289.1	9,927	4.30	34.34
MINNPLS-ST. PAUL	6	174	2,562,900	535,200	58.9	4.79	282.1	11,047	4.31	39.16
MIAMI	7	206	1,930,400	382,600	62.5	5.05	315.4	11,535	5.98	36.57
ATLANTA	5	160	2,576,000	535,300	61.8	4.81	297.4	10,702	4.15	35.99
TAMPA-ST. PTRSBRG	5	171	1,379,100	282,400	59.8	4.88	292.0	10,804	7.83	37.00
SEATTLE-TACOMA	7	262	2,147,000	442,200	58.2	4.86	282.6	9,622	4.48	34.05
BALTIMORE	4	148	1,906,400	399,100	57.5	4.78	274.7	9,088	4.77	33.08
INDIANAPOLIS	6	208	1,874,800	400,100	59.0	4.69	278.5	7,150	3.81	25.86
MARKETS 11-20			21,808,300	4,508,000	59.7	4.84	288.7	102,809	4.71	356.11
MARKETS 1-20 TOTAL			83,608,200	16,943,000	60.6	4.93	299.0	320,773	3.84	1,072.82
DENVER	5	187	1,942,200	395,300	60.2	4.91	295.8	9,593	4.94	32.43
PORTLAND, OR	6	233	1,633,300	335,300	60.1	4.87	292.8	8,793	5.38	30.03
HARTFORD-NEW HAVEN	5	176	1,578,600	333,100	57.3	4.74	271.6 *	8,937	5.66	32.91
SACRAMENTO-STCKTN	11	449	1,673,100	334,900	59.7	5.00	298.3	8,932	5.34	29.94
MILWAUKEE	5	197	1,658,400	342,000	62.4	4.85	302.6	6,981	4.21	23.07
CINCINNATI	6	240	1,636,200	330,200	61.6	4.96	305.2 *	10,240	6.26	33.55
KANSAS CITY	4	141	1,444,200	302,600	58.0	4.77	276.8	7,478	5.18	27.02
SAN DIEGO	5	234	1,659,600	345,800	59.7	4.80	286.5	11,294	6.81	39.42
BUFFALO	3	99	1,402,800	293,700	62.9	4.78	300.4	6,337	4.52	21.10
NASHVILLE	9	318	1,478,800	294,300	59.6	5.02	299.5	7,443	5.03	24.85
MARKETS 21-30 TOTAL			16,107,200	3,307,200	60.1	4.87	292.7	86,028	5.34	293.91
MARKETS 1-30 TOTAL			99,715,400	20,250,200	60.5	4.92	297.9	406,801	4.08	1,365.56
PROVDENCE-WAR-PAW	6	215	1,320,600	271,600	59.7	4.86	290.3 *	7,145	5.41	24.61
COLUMBUS, OH	4	124	1,584,000	320,900	63.6	4.94	313.9	8,124	5.13	25.88
PHOENIX	6	156	1,355,200	273,900	61.5	4.95	304.3	7,651	5.65	25.14
CHARLOTTE	4	116	1,456,400	299,300	63.5	4.87	309.0	9,108	6.25	29.48
MEMPHIS	4	170	1,237,000	261,100	57.1	4.74	270.6	8,597	6.95	31.77
NEW ORLEANS	5	212	1,326,700	280,900	60.6	4.72	286.2	8,092	6.10	28.27
GRNV-SPRTBRG-ASHVL	11	332	1,276,900	258,300	60.6	4.94	299.5 *	5,027	3.94	16.78
OKLAHOMA CITY	4	126	1,094,400	232,700	60.5	4.70	284.6	4,389	4.01	15.42
GRND RPDS-KAL-BAT	6	185	1,252,700	256,600	60.1	4.88	293.4 *	4,145	3.31	14.13
ORLNDO-DAYTNA BCH	5	207	972,600	204,600	60.3	4.75	286.6	6,997	7.19	24.41
MARKETS 31-40 TOTAL			12,876,500	2,659,900	60.8	4.84	294.4	69,275	5.38	235.31
MARKETS 1-40 TOTAL			112,591,900	22,910,100	60.5	4.91	297.5	476,076	4.23	1,600.26
WLKS BARE-SCRNTN	10	235	962,500	193,000	59.6	4.99	297.2 *	5,079	5.28	17.09
RALEIGH-DURHAM	5	168	1,433,500	291,500	62.2	4.92	305.8 *	5,646	3.94	18.46
LOUISVILLE	3	112	1,118,900	239,400	59.9	4.67	280.0	4,871	4.35	17.40
CHRLSTN-HNTNGTN	14	407	992,400	200,700	55.4	4.94	273.9 *	6,730	6.78	24.57
ALBANY-SCHEN-TROY	4	199	1,074,800	215,100	64.7	5.00	323.3	6,218	5.79	19.23
DAYTON	6	206	1,136,500	232,300	60.5	4.89	296.0	5,977	5.26	20.19
HRSBRG-YRK-LNCSTR	7	245	1,022,200	208,700	59.2	4.90	290.0	4,908	4.80	16.92
NRFLK-PRTMTH-NPT N	5	193	1,320,300	272,700	60.7	4.84	293.9	5,218	3.95	17.75
SALT LAKE CITY	8	311	1,281,100	257,100	61.0	4.98	304.0	7,036	5.49	23.14
BIRMINGHAM	5	182	941,800	202,500	61.0	4.65	283.8	4,724	5.02	16.65
MARKETS 41-50 TOTAL			11,284,000	2,313,000	60.5	4.88	294.9	56,407	5.00	191.28
MARKETS 1-50 TOTAL			123,875,900	25,223,100	60.5	4.91	297.3	532,483	4.30	1,791.06

* RATE FILE INCOMPLETE; RATES ESTIMATED

TARGET AUDIENCE: ADULTS 18-49

Population: 65,820,300
Daytime, Mon.-Fri., 6 am-7 pm
Goal: 300 GRP's, 4 wks, 60 reach/5 freq
Spot distribution: equal
Rate adjustment: -15%

ADI MARKET	# OF STAS	# OF ANCTS	GROSS IMPRESSIONS	NET REACH	REACH RATING	AVG FREQ	GRP'S	:60 COST (ADJ)	CPM IMPR	C/P AVG R P
NEW YORK	7	271	24,993,500	4,959,600	60.5	5.04	304.9	55,918	2.24	183.40
LOS ANGELES	11	399	15,904,000	3,094,500	61.2	5.14	314.5	48,825	3.07	155.25
CHICAGO	7	231	11,505,100	2,304,400	60.7	4.99	303.1	39,242	3.41	129.47
PHILADELPHIA	10	322	9,850,000	1,929,100	61.6	5.11	314.5	26,432	2.68	84.04
SAN FRANCISCO	10	422	7,412,600	1,475,000	61.2	5.03	307.6	36,126	4.87	117.44
BOSTON	7	216	7,467,400	1,483,300	61.4	5.03	309.1	29,237	3.92	94.59
DETROIT	7	299	7,060,300	1,405,800	62.8	5.02	315.4	24,353	3.45	77.21
WASHINGTON, DC	9	283	6,020,300	1,197,200	60.6	5.03	304.7	21,776	3.62	71.47
CLEVELAND	7	258	5,381,800	1,076,000	60.9	5.00	304.6	19,063	3.55	62.65
DALLAS-FT. WORTH	7	225	4,580,500	919,300	60.3	4.98	300.4	17,769	3.88	59.15
GROUP SUBTOTAL			100,175,500	19,844,200	61.0	5.05	308.1	318,761	3.18	1,034.60
MARKETS 1-10 TOTAL			100,175,500	19,844,200	61.0	5.05	308.1	318,761	3.18	1,034.60
PITTSBURGH	4	123	3,797,700	802,600	57.8	4.73	273.5	10,638	2.80	38.90
HOUSTON	7	222	4,550,900	896,400	61.7	5.08	313.2	18,046	3.97	57.62
ST. LOUIS	6	172	3,697,000	768,200	60.1	4.81	289.2	12,418	3.36	42.94
MINNPLS-ST. PAUL	5	175	4,058,700	847,400	62.6	4.79	299.8	13,138	3.24	43.82
MIAMI	9	286	3,221,600	631,600	61.7	5.10	314.7	15,543	4.82	49.39
ATLANTA	6	205	3,965,300	806,600	61.4	4.92	301.8	16,385	4.13	54.29
TAMPA-ST. PTRSBRG	7	226	2,236,800	454,100	59.0	4.93	290.6	13,470	6.02	46.35
SEATTLE-TACOMA	7	254	3,294,500	669,600	57.8	4.92	284.4	12,342	3.75	43.40
BALTIMORE	6	219	3,435,300	681,000	61.9	5.04	312.2	14,471	4.21	46.35
INDIANAPOLIS	6	174	2,982,400	616,700	58.9	4.84	284.8	9,757	3.27	34.26
MARKETS 11-20			35,240,200	7,174,200	60.4	4.91	296.5	136,208	3.87	459.39
MARKETS 1-20 TOTAL			135,415,700	27,018,400	60.9	5.01	305.0	454,969	3.36	1,491.70
DENVER	6	223	2,912,800	589,900	59.2	4.94	292.3	12,292	4.22	42.05
PORTLAND, OR	9	322	2,674,500	533,500	61.8	5.01	309.8	12,963	4.85	41.84
HARTFORD-NEW HAVEN	6	203	2,850,500	571,900	62.3	4.98	310.5 *	13,300	4.67	42.83
SACRAMENTO-STCKTN	12	375	2,764,800	540,800	60.3	5.11	308.3	12,699	4.59	41.19
MILWAUKEE	5	197	2,665,700	542,700	62.6	4.91	307.5	9,672	3.63	31.45
CINCINNATI	6	196	2,618,400	529,800	62.5	4.94	308.9	11,641	4.45	37.69
KANSAS CITY	5	158	2,466,600	496,200	61.2	4.97	304.2	9,654	3.91	31.74
SAN DIEGO	7	282	2,441,900	501,400	58.7	4.87	285.9	12,336	5.05	43.15
BUFFALO	3	98	2,087,600	445,500	58.2	4.69	272.7	6,320	3.03	23.20
NASHVILLE	10	321	2,313,300	457,100	59.7	5.06	302.1	10,432	4.51	34.53
MARKETS 21-30 TOTAL			25,796,100	5,208,800	60.7	4.95	300.5	111,315	4.32	370.43
MARKETS 1-30 TOTAL			161,211,800	32,227,200	60.8	5.00	304.3	566,284	3.51	1,860.94
PROVDENCE-WAR-PAW	5	173	2,059,100	430,900	59.2	4.78	282.9	6,983	3.39	24.68
COLUMBUS, OH	4	145	2,078,200	440,800	57.4	4.71	270.6	10,044	4.83	37.12
PHOENIX	8	181	1,977,300	403,800	57.7	4.90	282.6	8,550	4.32	30.25
CHARLOTTE	4	121	2,111,000	442,500	58.9	4.77	281.0	9,563	4.53	34.03
MEMPHIS	5	191	2,061,300	421,700	59.9	4.89	292.8	10,702	5.19	36.55
NEW ORLEANS	6	237	2,074,400	432,500	60.1	4.80	288.2	9,007	4.34	31.25
GRNV-SPRTBRG-ASHVL	10	264	1,938,400	400,100	58.9	4.84	285.4 *	4,446	2.29	15.58

* RATE FILE INCOMPLETE; RATES ESTIMATED

TARGET AUDIENCE: ADULTS 18-49 (cont.)

ADI MARKET	# OF STAS	# OF ANCTS	GROSS IMPRESSIONS	NET REACH	REACH RATING	AVG FREQ	GRP'S	:60 COST (ADJ)	CPM IMPR	C/P AVG R P
OKLAHOMA CITY	5	165	1,697,400	350,500	59.4	4.84	287.7	5,523	3.25	19.20
GRND RPDS-KAL-BAT	8	245	1,960,800	391,700	59.9	5.01	299.9 *	6,533	3.33	21.78
ORLNDO-DAYTNA BCH	7	245	1,583,900	324,800	58.5	4.88	285.3 *	8,526	5.38	29.88
MARKETS 31-40 TOTAL			19,541,800	4,039,300	59.0	4.84	285.3	79,877	4.09	279.98
MARKETS 1-40 TOTAL			180,753,600	36,266,500	60.6	4.98	302.1	646,161	3.57	2,138.90
WLKS BARE-SCRNTN	12	300	1,684,100	330,900	60.7	5.09	309.0 *	5,508	3.27	17.83
RALEIGH-DURHAM	6	200	2,079,000	419,600	60.5	4.95	299.7 *	8,637	4.15	28.82
LOUISVILLE	4	173	1,832,400	378,500	60.8	4.84	294.3	7,956	4.34	27.03
CHRLSTN-HNTNGTN	16	432	1,813,900	353,000	59.9	5.14	307.8 *	9,300	5.13	30.21
ALBANY-SCHEN-TROY	4	177	1,470,800	307,800	57.7	4.78	275.7	7,267	4.94	26.36
DAYTON	5	151	1,799,500	366,000	60.7	4.92	298.5	8,701	4.84	29.15
HRSBRG-YRK-LNCSTR	8	248	1,712,500	346,100	61.1	4.95	302.3	5,925	3.46	19.60
NRFLK-PRTMTH-NPT N	7	239	2,018,500	411,700	60.6	4.90	297.1	5,774	2.86	19.43
SALT LAKE CITY	8	305	1,831,500	369,100	59.5	4.96	295.3	7,159	3.91	24.24
BIRMINGHAM	7	260	1,625,700	331,400	62.1	4.91	304.7	6,941	4.27	22.78
MARKETS 41-50 TOTAL			17,867,900	3,614,100	60.4	4.94	298.5	73,168	4.09	245.12
MARKETS 1-50 TOTAL			198,621,500	39,880,600	60.6	4.98	301.8	719,329	3.62	2,383.46

TARGET AUDIENCE: ADULTS 25-54

Population: 55,046,300
Daytime, Mon.-Fri., 6 am-7 pm
Goal: 300 GRP's, 4 wks, 60 reach/5 freq
Spot distribution: equal
Rate adjustment: -15%

ADI MARKET	# OF STAS	# OF ANCTS	GROSS IMPRESSIONS	NET REACH	REACH RATING	AVG FREQ	GRP'S	:60 COST (ADJ)	CPM IMPR	C/P AVG R P
NEW YORK	9	310	22,529,300	4,410,700	61.8	5.11	315.7	60,363	2.68	191.20
LOS ANGELES	10	361	13,070,800	2,571,700	60.4	5.08	307.0	43,578	3.33	141.95
CHICAGO	6	187	9,743,400	1,948,500	60.8	5.00	304.0	36,108	3.71	118.78
PHILADELPHIA	9	276	8,296,300	1,639,300	61.5	5.06	311.2	25,045	3.02	80.48
SAN FRANCISCO	9	347	6,069,000	1,213,300	60.2	5.00	301.1	33,748	5.56	112.08
BOSTON	7	220	5,748,900	1,166,400	58.5	4.93	288.3	29,850	5.19	103.54
DETROIT	6	223	5,425,500	1,113,400	59.8	4.87	291.4	20,084	3.70	68.92
WASHINGTON, DC	10	290	4,943,800	980,100	59.9	5.04	302.1	24,532	4.96	81.20
CLEVELAND	9	321	4,454,300	885,200	59.5	5.03	299.4	21,019	4.72	70.20
DALLAS-FT. WORTH	6	152	3,517,800	727,100	57.8	4.84	279.6	13,598	3.87	48.63
GROUP SUBTOTAL			83,799,100	16,655,700	60.5	5.03	304.5	307,925	3.67	1,011.25
MARKETS 1-10 TOTAL			83,799,100	16,655,700	60.5	5.03	304.5	307,925	3.67	1,011.25
PITTSBURGH	5	144	3,498,900	736,500	61.1	4.75	290.3	11,138	3.18	38.37
HOUSTON	7	216	3,587,700	714,900	59.2	4.99	295.4	17,510	4.91	59.28
ST. LOUIS	4	134	2,957,500	639,500	59.4	4.62	274.7	9,760	3.30	35.53
MINNPLS-ST. PAUL	4	149	2,855,400	640,400	59.6	4.46	265.7	7,724	2.71	29.07
MIAMI	9	225	2,642,100	527,600	58.7	5.01	294.0	13,984	5.29	47.56
ATLANTA	6	207	3,094,100	639,900	59.6	4.84	288.2	16,008	5.17	55.54
TAMPA-ST. PTRSBRG	8	212	1,939,600	390,600	58.9	4.97	292.5	9,835	5.07	33.62
SEATTLE-TACOMA	7	231	2,799,000	566,500	59.8	4.94	295.4	11,171	3.99	37.82
BALTIMORE	5	159	2,555,900	528,300	57.8	4.84	279.6	12,502	4.89	44.71
INDIANAPOLIS	7	201	2,576,500	516,800	60.4	4.99	301.1	11,606	4.50	38.55
MARKETS 11-20			28,486,700	5,901,000	59.5	4.83	287.3	121,238	4.26	421.99
MARKETS 1-20 TOTAL			112,285,800	22,556,700	60.3	4.98	300.0	429,163	3.82	1,430.54

* RATE FILE INCOMPLETE; RATES ESTIMATED

(Continued)

ADI MARKET	# OF STAS	# OF ANCTS	GROSS IMPRESSIONS	NET REACH	REACH RATING	AVG FREQ	GRP'S	COST (ADJ)	CPM IMPR	C/P AVG R P
TARGET AUDIENCE: ADULTS 25-54 (cont.)										
DENVER	6	206	2,438,400	490,600	61.6	4.97	306.2	13,060	5.38	42.65
PORTLAND, OR	9	289	2,187,900	438,900	60.7	4.98	302.6	11,753	5.37	38.84
HARTFORD-NEW HAVEN	6	211	2,326,800	474,600	61.3	4.90	300.5 *	12,893	5.54	42.91
SACRAMENTO-STCKTN	13	385	2,264,600	449,200	59.8	5.04	301.5	13,024	5.75	43.20
MILWAUKEE	6	191	2,181,600	446,200	61.9	4.89	302.7	7,732	3.54	25.54
CINCINNATI	6	181	2,138,200	434,400	62.0	4.92	305.2	11,124	5.20	36.45
KANSAS CITY	5	147	2,066,500	416,400	62.5	4.96	310.1	8,829	4.27	28.47
SAN DIEGO	8	325	1,821,800	372,200	58.3	4.89	285.3	13,333	7.32	46.73
BUFFALO	3	94	1,727,400	373,800	57.0	4.62	263.4	7,154	4.14	27.16
NASHVILLE	12	379	1,937,300	382,600	60.6	5.06	306.9 *	10,967	5.66	35.73
MARKETS 21-30 TOTAL			21,090,500	4,278,900	60.6	4.93	298.8	109,869	5.21	367.70
MARKETS 1-30 TOTAL			133,376,300	26,835,600	60.3	4.97	299.8	539,032	4.04	1,797.97
PROVDENCE-WAR-PAW	8	237	1,899,700	383,100	62.5	4.98	310.0 *	8,351	4.40	26.94
COLUMBUS, OH	4	121	1,685,700	353,400	57.8	4.77	275.7	9,176	5.44	33.28
PHOENIX	8	212	1,750,100	350,900	60.1	4.99	299.7	10,358	5.92	34.56
CHARLOTTE	5	136	1,835,300	378,000	59.0	4.86	286.5	9,893	5.39	34.53
MEMPHIS	6	217	1,812,600	358,400	62.6	5.06	316.6	12,463	6.88	39.37
NEW ORLEANS	7	268	1,794,800	360,700	61.4	4.98	305.5	11,376	6.34	37.24
GRNV-SPRTBRG-ASHVL	11	275	1,748,700	351,500	60.4	4.97	300.5 *	5,184	2.96	17.25
OKLAHOMA CITY	6	186	1,496,400	296,600	62.7	5.05	316.3	6,981	4.67	22.07
GRND RPDS-KAL-BAT	11	308	1,614,500	318,500	60.7	5.07	307.7 *	9,111	5.64	29.61
ORLNDO-DAYTNA BCH	9	296	1,470,500	290,800	61.5	5.06	311.0 *	11,253	7.65	36.18
MARKETS 31-40 TOTAL			17,108,300	3,441,900	60.8	4.97	302.2	94,146	5.50	311.54
MARKETS 1-40 TOTAL			150,484,600	30,277,500	60.4	4.97	300.0	633,178	4.21	2,110.59
WLKS BARE-SCRNTN	15	353	1,451,300	285,700	59.4	5.08	301.7 *	6,490	4.47	21.51
RALEIGH-DURHAM	6	210	1,521,700	311,300	59.0	4.89	288.4 *	8,633	5.67	29.93
LOUISVILLE	5	193	1,558,200	315,100	61.9	4.95	306.1	8,458	5.43	27.63
CHRLSTN-HNTNGTN	19	493	1,539,000	299,600	59.8	5.14	307.2 *	9,760	6.34	31.77
ALBANY-SCHEN-TROY	5	199	1,318,500	270,600	59.9	4.87	291.9	8,737	6.63	29.93
DAYTON	4	125	1,442,800	296,700	59.6	4.86	289.8	7,559	5.24	26.08
HRSBRG-YRK-LNCSTR	8	254	1,438,600	293,900	61.6	4.89	301.5	6,179	4.30	20.49
NRFLK-PRTMTH-NPT N	6	170	1,507,000	307,500	59.1	4.90	289.6	4,608	3.06	15.91
SALT LAKE CITY	7	222	1,483,800	298,300	62.4	5.01	312.4	6,991	4.71	22.38
BIRMINGHAM	8	278	1,372,200	275,600	61.1	4.98	304.2	7,974	5.81	26.21
MARKETS 41-50 TOTAL			14,633,100	2,952,300	60.4	4.96	299.2	75,389	5.15	251.97
MARKETS 1-50 TOTAL			165,117,700	33,229,800	60.4	4.97	300.0	708,567	4.29	2,361.89

* RATE FILE INCOMPLETE: RATES ESTIMATED

THE SUSQUEHANNA STATIONS SERVING OVER 2,000,000* LISTENERS WEEKLY

*Subject to qualification upon request.

WSBA AM/FM Harrisburg/Lancaster/York
WARM Wilkes-Barre/Scranton
WHLO Akron/Canton
WGBB Nassau County, NY
WQBA AM/FM Miami
WKIS Orlando
WLQR Toledo
WLQA Cincinnati
WFMS Indianapolis
KPLX/KLIF Dallas/Fort Worth
WLTA Atlanta.

TARGET AUDIENCE: MEN 18+

Population: 48,898,700
Drivetime & Weekend: Mon.-Fri.—6-10 am & 3-7 pm & weekend
Goal: 300 GRP's, 4 wks, 60 reach/5 freq
Spot distribution: 6-10 am—40%; 3-7 pm—40%; Sat.—10%; Sun.—10%
Rate adjustment: -15%

ADI MARKET	# OF STAS	# OF ANCTS	GROSS IMPRESSIONS	NET REACH	REACH RATING	AVG FREQ	GRP'S	:60 COST (ADJ)	CPM IMPR	C/P AVG R P
NEW YORK	7	248	18,4[illegible],700	3,719,100	59.9	4.95	296.4	53,185	2.89	179.44
LOS ANGELES	7	261	11,086,300	2,202,300	60.6	5.03	305.1	39,694	3.58	130.10
CHICAGO	4	151	7,855,500	1,636,800	58.8	4.80	282.2	35,843	4.56	127.01
PHILADELPHIA	8	332	7,403,900	1,470,400	61.8	5.04	311.2	29,464	3.98	94.68
SAN FRANCISCO	7	309	4,899,300	1,010,[illegible]00	57.4	4.85	278.3	23,132	4.72	83.12
BOSTON	6	224	5,142,200	1,045,200	58.2	4.92	286.3	35,760	6.95	124.90
DETROIT	5	222	4,797,600	992,100	61.8	4.84	298.8	21,391	4.46	71.59
WASHINGTON, DC	10	316	3,973,900	796,900	59.8	4.99	298.2	26,425	6.65	88.62
CLEVELAND	7	277	3,958,500	792,600	60.8	4.99	303.6	20,613	5.21	67.90
DALLAS-FT. WORTH	6	193	3,214,900	658,200	60.3	4.88	294.5	17,485	5.44	59.37
GROUP SUBTOTAL			70,732,800	14,324,200	59.9	4.94	296.0	302,992	4.28	1,023.62
MARKETS 1-10 TOTAL			70,732,800	14,324,200	59.9	4.94	296.0	302,992	4.28	1,023.62
PITTSBURGH	4	142	3,124,300	672,800	61.1	4.64	283.7	12,730	4.07	44.87
HOUSTON	7	224	3,062,700	610,000	60.6	5.02	304.3	18,650	6.09	61.29
ST. LOUIS	4	151	2,705,100	586,900	61.4	4.61	283.0	11,636	4.30	41.12
MINNPLS-ST. PAUL	5	165	2,788,100	619,100	63.3	4.50	285.1	10,918	3.92	38.30
MIAMI	9	327	2,588,200	520,400	59.0	4.97	293.4	19,630	7.58	66.91
ATLANTA	6	243	2,750,100	556,100	61.5	4.95	304.1	18,788	6.83	61.78
TAMPA-ST. PTRSBRG	7	240	2,174,000	447,500	57.6	4.86	279.8	9,624	4.43	34.40
SEATTLE-TACOMA	5	222	2,443,300	502,200	58.4	4.87	284.1	13,507	5.53	47.54
BALTIMORE	5	179	2,521,500	507,000	62.4	4.97	310.3	14,189	5.63	45.73
INDIANAPOLIS	6	193	2,226,700	452,300	59.9	4.92	294.9	12,174	5.47	41.28
MARKETS 11-20			26,384,000	5,474,300	60.6	4.82	292.1	141,846	5.38	485.61
MARKETS 1-20 TOTAL			97,116,800	19,798,500	60.1	4.91	294.9	444,838	4.58	1,508.44
DENVER	6	258	2,101,000	419,600	61.4	5.01	307.4	16,105	7.67	52.39
PORTLAND, OR	9	410	2,060,000	408,400	61.8	5.04	311.7	17,067	8.28	54.75
HARTFORD-NEW HAVEN	5	185	1,950,700	414,300	59.8	4.71	281.6	11,384	5.83	40.36
SACRAMENTO-STCKTN	11	409	2,039,000	401,800	59.2	5.07	300.4	15,233	7.47	50.71
MILWAUKEE	4	174	1,674,300	366,000	57.0	4.57	260.8	8,117	4.85	31.12
CINCINNATI	4	161	1,883,500	394,200	63.1	4.78	301.5	12,062	6.40	40.01
KANSAS CITY	5	153	1,819,800	368,600	61.6	4.94	304.2	9,785	5.38	32.17
SAN DIEGO	7	302	1,945,000	393,800	61.2	4.94	302.3	13,852	7.12	45.82
BUFFALO	4	138	1,779,800	366,400	61.5	4.86	298.8	10,677	6.00	35.73
NASHVILLE	9	342	1,790,700	356,100	60.4	5.03	303.8	11,028	6.16	36.30
MARKETS 21-30 TOTAL			19,043,800	3,889,200	60.7	4.90	297.1	125,290	6.58	421.71
MARKETS 1-30 TOTAL			116,160,600	23,687,700	60.2	4.90	295.3	570,128	4.91	1,930.67

(Continued)

ADI MARKET	# OF STAS	# OF ANCTS	GROSS IMPRESSIONS	NET REACH	REACH RATING	AVG FREQ	GRP'S	:60 COST (ADJ)	CPM IMPR	C/P AVG R P
PROVDENCE-WAR-PAW	8	213	1,539,700	321,600	57.7	4.79	276.2	8,112	5.27	29.37
COLUMBUS, OH	5	189	1,590,700	324,600	59.5	4.90	291.6	13,927	8.76	47.76
PHOENIX	7	223	1,690,800	336,500	62.7	5.02	315.0	11,428	6.76	36.28
CHARLOTTE	5	173	1,538,100	317,700	59.3	4.84	287.1	14,053	9.14	48.95
MEMPHIS	5	211	1,560,500	316,300	60.4	4.93	298.0	14,515	9.30	48.71
NEW ORLEANS	7	286	1,529,400	309,100	61.6	4.95	304.8	12,959	8.47	42.52
GRNV-SPRTBRG-ASHVL	10	373	1,501,200	304,000	59.7	4.94	294.8 *	6,798	4.53	23.05
OKLAHOMA CITY	8	218	1,263,800	258,900	58.0	4.88	283.2	8,314	6.58	29.36
GRND RPDS-KAL-BAT	9	304	1,468,600	289,800	60.8	5.07	308.1 *	9,659	6.58	31.35
ORLNDO-DAYTNA BCH	8	312	1,397,700	277,000	61.7	5.05	311.3	12,623	9.03	40.55
MARKETS 31-40 TOTAL			15,080,500	3,055,500	60.1	4.94	296.7	112,386	7.45	378.79
MARKETS 1-40 TOTAL			131,241,100	26,743,200	60.2	4.91	295.5	682,514	5.20	2,309.69
WLKS BARE-SCRNTN	14	438	1,441,400	280,100	61.2	5.15	315.0 *	9,143	6.34	29.03
RALEIGH-DURHAM	6	228	1,518,200	305,700	61.6	4.97	305.9 *	10,077	6.64	32.94
LOUISVILLE	4	170	1,289,300	268,200	58.6	4.81	281.8	8,650	6.71	30.70
CHRLSTN-HNTNGTN	19	700	1,403,500	273,100	60.2	5.14	309.4 *	13,119	9.35	42.40
ALBANY-SCHEN-TROY	4	165	1,171,700	247,600	58.1	4.73	274.9	8,153	6.96	29.66
DAYTON	4	143	1,195,500	250,500	58.1	4.77	277.3	9,286	7.77	33.49
HRSBRG-YRK-LNCSTR	8	293	1,276,800	260,600	60.3	4.90	295.5	7,143	5.59	24.17
NRFLK-PRTMTH-NPT N	6	197	1,320,300	276,300	57.8	4.78	276.2	4,524	3.43	16.38
SALT LAKE CITY	6	245	1,232,000	254,200	57.6	4.85	279.1	7,912	6.42	28.35
BIRMINGHAM	7	266	1,206,800	245,500	60.6	4.92	297.9	8,792	7.29	29.51
MARKETS 41-50 TOTAL			13,055,500	2,661,800	59.4	4.90	291.5	86,799	6.65	297.77
MARKETS 1-50 TOTAL			144,296,600	29,405,000	60.1	4.91	295.1	769,313	5.33	2,606.96

TARGET AUDIENCE: MEN 18-34

Population: 20,621,300
Drivetime & Weekend: Mon.-Fri.—6-10 am & 3-7 pm & weekend
Goal: 300 GRP's, 4 wks, 60 reach/5 freq
Spot distribution: 6-10 am—40%; 3-7 pm—40%; Sat.—10%; Sun.—10%
Rate adjustment: -15%

ADI MARKET	# OF STAS	# OF ANCTS	GROSS IMPRESSIONS	NET REACH	REACH RATING	AVG FREQ	GRP'S	:60 COST (ADJ)	CPM IMPR	C/P AVG R P
NEW YORK	5	185	6,719,100	1,377,400	57.1	4.88	278.5	37,444	5.57	134.45
LOS ANGELES	7	301	4,491,800	921,600	58.0	4.87	282.7	32,100	7.15	113.55
CHICAGO	5	189	3,267,400	682,700	57.8	4.79	276.6	20,433	6.25	73.87
PHILADELPHIA	7	294	2,999,000	600,900	63.2	4.99	315.4	17,755	5.92	56.29
SAN FRANCISCO	7	333	2,199,900	453,500	58.0	4.85	281.4	24,984	11.36	88.78
BOSTON	6	219	2,202,200	451,100	59.1	4.88	288.5	20,752	9.42	71.93
DETROIT	4	173	1,905,200	410,100	59.0	4.65	274.1	11,061	5.81	40.35
WASHINGTON, DC	7	251	1,756,300	362,200	59.2	4.85	287.1	14,496	8.25	50.49
CLEVELAND	3	109	1,518,000	321,500	59.9	4.72	282.8	8,088	5.33	28.60
DALLAS-FT. WORTH	6	189	1,532,000	306,700	62.6	5.00	312.7	12,630	8.24	40.39
GROUP SUBTOTAL			28,590,900	5,887,700	58.8	4.86	285.6	199,743	6.99	699.38
MARKETS 1-10 TOTAL			28,590,900	5,887,700	58.8	4.86	285.6	199,743	6.99	699.38

* RATE FILE INCOMPLETE; RATES ESTIMATED

TARGET AUDIENCE: MEN 18-34 (cont.)

ADI MARKET	# OF STAS	# OF ANCTS	GROSS IMPRESSIONS	NET REACH	REACH RATING	AVG FREQ	GRP'S	:60 COST (ADJ)	CPM IMPR	C/P AVG R P
PITTSBURGH	4	155	1,232,000	252,200	62.7	4.89	306.3	11,697	9.49	38.19
HOUSTON	4	145	1,396,000	284,500	61.4	4.91	301.3	11,356	8.13	37.69
ST. LOUIS	5	146	1,188,000	242,600	62.7	4.90	307.0	10,746	9.05	35.00
MINNPLS-ST. PAUL	6	187	1,407,100	285,200	63.7	4.93	314.2	12,336	8.77	39.26
MIAMI	5	178	842,600	173,700	58.4	4.85	283.2	11,149	13.23	39.37
ATLANTA	4	149	1,188,300	255,000	59.7	4.66	278.2	10,729	9.03	38.57
TAMPA-ST. PTRSBRG	4	132	660,300	136,800	59.0	4.83	284.7	8,211	12.44	28.84
SEATTLE-TACOMA	5	232	1,149,600	237,900	60.5	4.83	292.3	10,373	9.02	35.49
BALTIMORE	4	157	1,034,300	214,000	60.9	4.83	294.3	11,675	11.29	39.67
INDIANAPOLIS	5	158	927,900	202,600	60.4	4.58	276.6	5,182	5.58	18.73
MARKETS 11-20			11,026,100	2,284,500	61.1	4.83	295.1	103,454	9.38	350.57
MARKETS 1-20 TOTAL			39,617,000	8,172,200	59.4	4.85	288.2	303,197	7.65	1,052.04
DENVER	4	188	961,700	198,800	60.6	4.84	293.2	9,642	10.03	32.89
PORTLAND, OR	6	241	781,900	162,200	58.8	4.82	283.5	9,202	11.77	32.46
HARTFORD-NEW HAVEN	5	212	927,900	187,600	64.9	4.95	321.0	9,229	9.95	28.75
SACRAMENTO-STCKTN	9	345	849,400	169,600	60.5	5.01	302.9	7,812	9.20	25.79
MILWAUKEE	4	184	718,900	155,500	57.6	4.62	266.3	6,691	9.31	25.13
CINCINNATI	4	163	770,100	159,800	60.8	4.82	292.9	10,001	12.99	34.14
KANSAS CITY	4	143	729,800	151,900	58.9	4.80	283.0	8,036	11.01	28.40
SAN DIEGO	4	203	978,400	207,400	62.5	4.72	294.8	10,093	10.32	34.24
BUFFALO	3	111	645,700	136,400	60.1	4.73	284.6	7,566	11.72	26.58
NASHVILLE	7	249	762,700	154,100	59.9	4.95	296.5	6,839	8.97	23.07
MARKETS 21-30 TOTAL			8,126,500	1,683,300	60.5	4.83	292.3	85,111	10.47	291.18
MARKETS 1-30 TOTAL			47,743,500	9,855,500	59.6	4.84	288.9	388,308	8.13	1,344.09
PROVDENCE-WAR-PAW	7	266	648,800	133,400	59.4	4.86	288.9	8,713	13.43	30.16
COLUMBUS, OH	3	100	665,500	143,100	57.7	4.65	268.3	5,457	8.20	20.34
PHOENIX	5	133	622,800	130,100	58.9	4.79	281.9	4,819	7.74	17.09
CHARLOTTE	3	78	602,900	131,700	57.3	4.58	262.4	6,910	11.46	26.33
MEMPHIS	4	159	607,900	128,300	57.1	4.74	270.5	8,588	14.13	31.75
NEW ORLEANS	5	209	660,100	140,200	62.1	4.71	292.3	7,664	11.61	26.22
GRNV-SPRTBRG-ASHVL	7	280	635,300	131,200	61.7	4.84	298.8 *	3,409	5.37	11.41
OKLAHOMA CITY	4	126	587,400	122,200	63.4	4.81	304.7	4,420	7.52	14.51
GRND RPDS-KAL-BAT	5	150	625,500	128,500	61.3	4.87	298.4	4,008	6.41	13.43
ORLNDO-DAYTNA BCH	4	166	456,100	98,600	57.8	4.63	267.4	6,479	14.21	24.23
MARKETS 31-40 TOTAL			6,112,300	1,287,300	59.6	4.75	283.1	60,467	9.89	213.59
MARKETS 1-40 TOTAL			53,855,800	11,142,800	59.6	4.83	288.2	448,775	8.33	1,557.17
WLKS BARE-SCRNTN	7	206	462,300	94,900	58.7	4.87	285.9 *	6,296	13.62	22.02
RALEIGH-DURHAM	4	156	735,900	154,100	60.8	4.78	290.4 *	6,137	8.34	21.13
LOUISVILLE	3	119	654,100	134,700	66.1	4.86	321.0	5,256	8.04	16.37
CHRLSTN-HNTNGTN	14	607	443,600	92,800	52.2	4.78	249.6 *	7,382	16.64	29.58
ALBANY-SCHEN-TROY	4	217	506,100	103,400	62.8	4.89	307.3	6,931	13.69	22.55
DAYTON	4	144	548,800	114,900	61.3	4.78	292.7	5,182	9.44	17.70
HRSBRG-YRK-LNCSTR	6	235	518,600	106,200	60.4	4.88	294.8	4,973	9.59	16.87
NRFLK-PRTMTH-NPT N	4	151	746,300	155,900	65.6	4.79	314.0	3,948	5.29	12.57
SALT LAKE CITY	7	318	670,900	133,800	63.6	5.01	319.0	6,542	9.75	20.51
BIRMINGHAM	3	110	431,000	99,600	62.2	4.33	269.2	4,359	10.11	16.19
MARKETS 41-50 TOTAL			5,717,600	1,190,300	61.6	4.80	295.8	57,006	9.97	192.72
MARKETS 1-50 TOTAL			59,573,400	12,333,100	59.8	4.83	288.9	505,781	8.49	1,750.71

* RATE FILE INCOMPLETE; RATES ESTIMATED

TARGET AUDIENCE: MEN 18-49

Population: 32,372,900
Drivetime & Weekend: Mon.-Fri.—6-10 am & 3-7 pm & weekend
Goal: 300 GRP's, 4 wks, 60 reach/5 freq
Spot distribution: 6-10 am—40%; 3-7 pm—40%; Sat.—10%; Sun.—10%
Rate adjustment: -15%

ADI MARKET	# OF STAS	# OF ANCTS	GROSS IMPRESSIONS	NET REACH	REACH RATING	AVG FREQ	GRP'S	:60 COST (ADJ)	CPM IMPR	C P AVG R P
NEW YORK	6	271	11,713,400	2,363,100	59.9	4.96	296.9	59,087	5.04	199.01
LOS ANGELES	8	324	7,786,600	1,531,000	61.1	5.09	310.7	47,719	6.13	153.59
CHICAGO	5	180	5,308,400	1,096,100	58.7	4.84	284.3	38,820	7.31	136.55
PHILADELPHIA	8	332	4,443,800	901,300	58.8	4.93	289.9	28,323	6.37	97.70
SAN FRANCISCO	8	356	3,718,100	740,800	61.5	5.02	308.7	33,878	9.11	109.74
BOSTON	6	218	3,673,400	731,600	61.6	5.02	309.3	33,844	9.21	109.42
DETROIT	5	212	3,309,300	677,700	61.8	4.88	301.8	20,426	6.17	67.68
WASHINGTON, DC	8	279	2,767,800	563,000	58.8	4.92	289.1	22,575	8.16	78.09
CLEVELAND	5	226	2,552,100	517,400	60.2	4.93	296.9	16,479	6.46	55.50
DALLAS-FT. WORTH	6	181	2,253,500	456,100	60.9	4.94	300.9	17,591	7.81	58.46
GROUP SUBTOTAL			47,526,400	9,578,100	60.2	4.96	298.8	318,742	6.71	1,066.74
MARKETS 1-10 TOTAL			47,526,400	9,578,100	60.2	4.96	298.8	318,742	6.71	1,066.74
PITTSBURGH	4	139	1,977,000	409,900	61.5	4.82	296.6	13,034	6.59	43.94
HOUSTON	6	200	2,179,500	437,800	60.6	4.98	301.7	15,272	7.01	50.62
ST. LOUIS	4	154	1,642,300	359,100	58.0	4.57	265.3	11,998	7.31	45.22
MINNPLS-ST. PAUL	4	137	1,892,100	412,300	61.5	4.59	282.2	11,863	6.27	42.04
MIAMI	8	261	1,468,900	294,100	59.7	4.99	298.1	14,346	9.77	48.12
ATLANTA	5	193	1,968,800	402,400	62.2	4.89	304.3	16,780	8.52	55.14
TAMPA-ST. PTRSBRG	7	239	1,199,100	235,900	63.3	5.08	321.7	12,122	10.11	37.68
SEATTLE-TACOMA	6	263	1,819,600	364,500	61.6	4.99	307.5	13,170	7.24	42.83
BALTIMORE	5	192	1,708,400	343,800	62.5	4.97	310.6	15,501	9.07	49.91
INDIANAPOLIS	5	156	1,448,000	307,600	59.6	4.71	280.6	9,487	6.55	33.81
MARKETS 11-20			17,303,700	3,567,400	61.0	4.85	295.9	133,573	7.72	451.41
MARKETS 1-20 TOTAL			64,830,100	13,145,500	60.4	4.93	298.0	452,315	6.98	1,517.84
DENVER	5	188	1,442,800	295,500	59.6	4.88	291.0	13,626	9.45	46.82
PORTLAND, OR	8	327	1,204,300	246,000	57.9	4.90	283.4	13,127	10.90	46.32
HARTFORD-NEW HAVEN	5	197	1,335,500	276,900	61.1	4.82	294.7	14,368	10.76	48.75
SACRAMENTO-STCKTN	10	364	1,380,200	272,400	61.1	5.07	309.8	13,240	9.59	42.76
MILWAUKEE	4	174	1,140,900	246,600	57.7	4.63	266.9	8,372	7.34	31.37
CINCINNATI	4	170	1,284,400	263,300	63.7	4.88	310.7	12,311	9.59	39.62
KANSAS CITY	4	121	1,116,400	234,200	58.5	4.77	278.9	8,331	7.46	29.87
SAN DIEGO	5	240	1,426,600	291,900	62.3	4.89	304.4	12,126	8.50	39.84
BUFFALO	3	110	1,011,000	216,500	58.3	4.67	272.2	7,403	7.32	27.20
NASHVILLE	8	282	1,140,300	229,300	59.0	4.97	293.4	9,863	8.65	33.62
MARKETS 21-30 TOTAL			12,482,200	2,572,600	60.0	4.85	291.0	112,767	9.03	387.52
MARKETS 1-30 TOTAL			77,312,300	15,718,100	60.4	4.92	296.9	565,082	7.31	1,903.27
PROVDENCE-WAR-PAW	5	208	968,200	204,100	57.5	4.74	272.8	8,699	8.98	31.89
COLUMBUS, OH	4	138	1,066,200	222,900	59.0	4.78	282.2	9,012	8.45	31.93
PHOENIX	6	158	993,200	203,000	58.8	4.89	287.6	9,349	9.41	32.51
CHARLOTTE	4	139	1,095,600	225,400	61.8	4.86	300.3	11,758	10.73	39.15
MEMPHIS	5	217	1,084,100	215,800	63.4	5.02	318.5	12,821	11.83	40.25
NEW ORLEANS	6	256	1,059,700	218,300	62.5	4.85	303.5	10,364	9.78	34.15
GRNV-SPRTBRG-ASHVL	9	344	967,300	199,100	59.6	4.86	289.5	5,381	5.56	18.59

* RATE FILE INCOMPLETE; RATES ESTIMATED

TARGET AUDIENCE: MEN 18-49 (cont.)

ADI MARKET	# OF STAS	# OF ANCTS	GROSS IMPRESSIONS	NET REACH	REACH RATING	AVG FREQ	GRP'S	60 COST (ADJ)	CPM IMPR	C P AVG R P
OKLAHOMA CITY	5	186	876,400	179,700	61.4	4.88	299.4	6,753	7.71	22.56
GRND RPDS-KAL-BAT	7	230	954,500	192,700	60.1	4.95	297.7	7,148	7.49	24.01
ORLNDO-DAYTNA BCH	6	258	780,000	160,900	58.4	4.85	283.1	9,486	12.16	33.51
MARKETS 31-40 TOTAL			9,845,200	2,021,900	60.3	4.87	293.4	90,771	9.22	309.38
MARKETS 1-40 TOTAL			87,157,500	17,740,000	60.3	4.91	296.5	655,853	7.52	2,211.98
WLKS BARE-SCRNTN	9	358	819,000	162,100	60.7	5.05	306.7 *	10,289	12.56	33.55
RALEIGH-DURHAM	5	180	1,070,900	220,000	60.8	4.87	296.0 *	7,891	7.37	26.66
LOUISVILLE	4	162	1,013,600	204,700	65.7	4.95	325.3	8,199	8.09	25.20
CHRLSTN-HNTNGTN	15	610	872,200	171,500	60.0	5.09	305.2 *	13,273	15.22	43.49
ALBANY-SCHEN-TROY	4	186	765,100	159,400	60.9	4.80	292.4	8,431	11.02	28.83
DAYTON	4	149	831,900	173,900	59.2	4.78	283.2	9,597	11.54	33.89
HRSBRG-YRK-LNCSTR	8	308	844,000	171,400	61.1	4.92	300.9	7,483	8.87	24.87
NRFLK-PRTMTH-NPT N	5	188	1,072,700	219,100	63.0	4.90	308.5	5,080	4.74	16.47
SALT LAKE CITY	6	248	927,600	187,900	60.8	4.94	300.2	7,500	8.09	24.98
BIRMINGHAM	5	187	767,900	159,600	62.6	4.81	301.3	6,218	8.10	20.64
MARKETS 41-50 TOTAL			8,984,900	1,829,600	61.5	4.91	302.1	83,961	9.34	277.92
MARKETS 1-50 TOTAL			96,142,400	19,569,600	60.5	4.91	297.0	739,814	7.69	2,490.96

TARGET AUDIENCE: MEN 25-54

Population: 26,964,300
Drivetime & Weekend: Mon.-Fri.—6-10 am & 3-7 pm & weekend
Goal: 300 GRP's, 4 wks, 60 reach/5 freq
Spot distribution: 6-10 am—40%; 3-7 pm—40%; Sat.—10%; Sun.—10%
Rate adjustment: -15%

ADI MARKET	# OF STAS	# OF ANCTS	GROSS IMPRESSIONS	NET REACH	REACH RATING	AVG FREQ	GRP'S	60 COST (ADJ)	CPM IMPR	C P AVG R P
NEW YORK	6	252	10,064,500	2,033,800	59.4	4.95	293.9	56,879	5.65	193.53
LOS ANGELES	7	267	6,340,600	1,261,300	59.7	5.03	300.1	40,950	6.46	136.45
CHICAGO	4	153	4,377,000	914,300	58.0	4.79	277.7	36,553	8.35	131.63
PHILADELPHIA	8	318	3,975,300	791,300	61.3	5.02	307.9	30,075	7.57	97.68
SAN FRANCISCO	8	374	3,067,100	614,900	61.2	4.99	305.2	34,290	11.18	112.35
BOSTON	6	239	3,013,700	604,800	61.8	4.98	307.9	36,557	12.13	118.73
DETROIT	5	223	2,788,500	577,300	63.1	4.83	304.8	20,628	7.40	67.68
WASHINGTON, DC	9	244	2,358,900	476,700	59.4	4.95	293.9	25,002	10.60	85.07
CLEVELAND	7	285	2,204,000	439,700	60.5	5.01	303.2	20,906	9.49	68.95
DALLAS-FT. WORTH	5	146	1,752,000	365,800	58.7	4.79	281.1	14,814	8.46	52.70
GROUP SUBTOTAL			39,941,600	8,079,900	60.1	4.94	296.9	316,654	7.93	1,066.53
MARKETS 1-10 TOTAL			39,941,600	8,079,900	60.1	4.94	296.9	316,654	7.93	1,066.53
PITTSBURGH	4	153	1,675,400	356,200	61.6	4.70	289.8	13,449	8.03	46.41
HOUSTON	6	193	1,723,600	352,800	58.3	4.89	284.8	17,411	10.10	61.13
ST. LOUIS	3	113	1,323,000	301,600	57.5	4.39	252.2	8,677	6.56	34.41
MINNPLS-ST. PAUL	3	140	1,344,000	318,100	59.0	4.23	249.3	7,259	5.40	29.12
MIAMI	8	268	1,271,400	254,500	59.5	5.00	297.3	16,860	13.26	56.71
ATLANTA	5	181	1,493,500	314,400	59.2	4.75	281.3	16,437	11.01	58.43
TAMPA-ST. PTRSBRG	7	233	949,900	192,700	60.8	4.93	299.7	9,036	9.51	30.15
SEATTLE-TACOMA	6	224	1,504,300	301,800	63.2	4.98	315.0	11,183	7.43	35.50
BALTIMORE	5	173	1,378,700	276,500	61.3	4.99	305.7	13,826	10.03	45.23
INDIANAPOLIS	5	174	1,149,200	241,500	57.1	4.76	271.7	11,370	9.89	41.85
MARKETS 11-20			13,813,000	2,910,100	59.7	4.75	283.4	125,508	9.09	442.87
MARKETS 1-20 TOTAL			53,754,600	10,990,000	60.0	4.89	293.3	442,152	8.23	1,507.54

* RATE FILE INCOMPLETE: RATES ESTIMATED

(Continued)

TARGET AUDIENCE: MEN 25-54 (cont.)

ADI MARKET	# OF STAS	# OF ANCTS	GROSS IMPRESSIONS	NET REACH	REACH RATING	AVG FREQ	GRP'S	60 COST (ADJ)	CPM IMPR	C P AVG R P
DENVER	5	214	1,166,600	238,300	60.2	4.90	294.7	13,776	11.81	46.75
PORTLAND, OR	8	339	1,084,600	217,600	60.6	4.98	302.0	14,575	13.44	48.26
HARTFORD-NEW HAVEN	5	197	1,036,600	221,500	58.0	4.68	271.4 *	12,718	12.27	46.86
SACRAMENTO-STCKTN	10	372	1,143,700	225,600	60.8	5.07	308.2	14,240	12.45	46.20
MILWAUKEE	4	129	1,016,800	218,500	61.3	4.65	285.2	6,762	6.65	23.71
CINCINNATI	4	151	920,300	200,600	58.8	4.59	269.7	8,125	8.83	30.13
KANSAS CITY	4	122	987,100	204,100	61.9	4.84	299.3	7,990	8.09	26.70
SAN DIEGO	7	332	1,002,400	202,800	62.3	4.94	307.9	14,407	14.37	46.79
BUFFALO	3	122	891,800	190,400	59.7	4.68	279.6	9,812	11.00	35.09
NASHVILLE	8	296	933,800	186,600	59.9	5.00	299.8	9,996	10.70	33.34
MARKETS 21-30 TOTAL			10,183,700	2,106,000	60.3	4.84	291.7	112,401	11.04	385.33
MARKETS 1-30 TOTAL			63,938,300	13,096,000	60.0	4.88	293.0	554.563	8.67	1,892.71
PROVDENCE-WAR-PAW	6	234	814,800	170,300	58.0	4.78	277.5 *	7,636	9.37	27.52
COLUMBUS, OH	4	150	904,100	186,000	61.5	4.86	299.0	11,369	12.57	38.02
PHOENIX	6	163	821,900	169,000	58.9	4.86	286.4	10,433	12.69	36.43
CHARLOTTE	4	151	947,900	196,000	62.6	4.84	302.7	12,328	13.01	40.73
MEMPHIS	5	210	830,400	168,200	61.9	4.94	305.6	14,350	17.28	46.96
NEW ORLEANS	6	260	828,300	171,600	60.1	4.83	290.1	11,801	14.25	40.68
GRNV-SPRTBRG-ASHVL	8	278	832,900	170,400	60.1	4.89	293.7 *	6,391	7.67	21.76
OKLAHOMA CITY	5	181	642,300	133,000	57.1	4.83	275.7	7,344	11.43	26.64
GRND RPDS-KAL-BAT	9	308	749,100	150,700	58.4	4.97	290.2 *	9,817	13.11	33.83
ORLNDO-DAYTNA BCH	7	296	678,500	137,400	59.5	4.94	293.7 *	12,833	18.91	43.69
MARKETS 31-40 TOTAL			8,050,200	1,652,600	59.9	4.87	291.8	104,302	12.96	357.44
MARKETS 1-40 TOTAL			71,988,500	14,748,600	60.0	4.88	292.9	658,865	9.15	2,249.45
WLKS BARE-SCRNTN	11	327	695,400	138,100	59.2	5.04	298.2 *	7,636	10.98	25.61
RALEIGH-DURHAM	5	190	767,300	157,500	60.8	4.87	296.1	8,340	10.87	28.17
LOUISVILLE	4	161	733,400	152,300	61.3	4.82	295.2	8,146	11.11	27.59
CHRLSTN-HNTNGTN	16	527	740,700	144,300	59.8	5.13	307.0 *	10,819	14.61	35.24
ALBANY-SCHEN-TROY	4	176	638,500	133,500	60.7	4.78	290.4	8,888	13.92	30.61
DAYTON	4	150	784,100	157,900	64.5	4.97	320.3	9,619	12.27	30.03
HRSBRG-YRK-LNCSTR	8	304	713,000	145,600	62.1	4.90	304.1	7,538	10.57	24.79
NRFLK-PRTMTH-NPT N	6	201	738,500	151,300	60.2	4.88	293.9	5,613	7.60	19.10
SALT LAKE CITY	6	223	737,100	147,800	62.2	4.99	310.1	7,242	9.82	23.35
BIRMINGHAM	6	244	643,000	130,900	61.0	4.91	299.6	8,283	12.88	27.65
MARKETS 41-50 TOTAL			7,191,000	1,459,200	61.2	4.93	301.5	82,124	11.42	272.38
MARKETS 1-50 TOTAL			79,179,500	16,207,800	60.1	4.89	293.7	740,989	9.36	2,522.95

* RATE FILE INCOMPLETE; RATES ESTIMATED

THE SUSQUEHANNA STATIONS SERVING OVER 2,000,000* LISTENERS WEEKLY

*Subject to qualification upon request.

WSBA AM/FM Harrisburg/Lancaster/York
WARM Wilkes-Barre/Scranton
WHLO Akron/Canton
WGBB Nassau County, NY
WQBA AM/FM Miami
WKIS Orlando
WLQR Toledo
WLQA Cincinnati
WFMS Indianapolis
KPLX/KLIF Dallas/Fort Worth
WLTA Atlanta.

TARGET AUDIENCE: MEN 18+

Population: 48,898,700
Daytime, Mon.-Fri., 6 am-7 pm
Goal: 300 GRP's, 4 wks, 60 reach/5 freq
Spot distribution: equal
Rate adjustment: -15%

ADI MARKET	# OF STAS	# OF ANCTS	GROSS IMPRESSIONS	NET REACH	REACH RATING	AVG FREQ	GRP'S	:60 COST (ADJ)	CPM IMPR	C/P AVG R P
NEW YORK	8	281	18,516,900	3,706,700	59.7	5.00	298.2	54,977	2.97	184.36
LOS ANGELES	8	270	10,964,400	2,173,300	59.8	5.05	301.7	37,334	3.41	123.75
CHICAGO	5	167	8,064,600	1,653,500	59.4	4.88	289.7	32,572	4.04	112.43
PHILADELPHIA	9	313	7,023,500	1,410,900	59.3	4.98	295.2	27,664	3.94	93.71
SAN FRANCISCO	8	316	5,078,600	1,030,000	58.5	4.93	288.4	29,822	5.87	103.40
BOSTON	8	250	5,541,700	1,097,200	61.1	5.05	308.6	33,464	6.04	108.44
DETROIT	5	211	4,846,000	985,700	61.4	4.92	301.9	22,592	4.66	74.83
WASHINGTON, DC	13	315	4,149,800	815,600	61.2	5.09	311.4	26,693	6.43	85.72
CLEVELAND	8	301	3,878,500	773,100	59.3	5.02	297.5	20,851	5.38	70.09
DALLAS-FT. WORTH	7	193	3,169,500	641,900	58.8	4.94	290.4	15,745	4.97	54.22
GROUP SUBTOTAL			71,233,500	14,287,900	59.8	4.99	298.1	301,714	4.24	1,012.12
MARKETS 1-10 TOTAL			71,233,500	14,287,900	59.8	4.99	298.1	301,714	4.24	1,012.12
PITTSBURGH	5	172	3,158,800	666,200	60.5	4.74	286.9	12,697	4.02	44.26
HOUSTON	8	231	3,093,300	612,000	60.8	5.05	307.3	18,293	5.91	59.53
ST. LOUIS	5	192	2,818,800	594,600	62.2	4.74	294.9	15,902	5.64	53.92
MINNPLS-ST. PAUL	5	146	2,591,200	584,800	59.8	4.43	264.9	10,218	3.94	38.57
MIAMI	11	302	2,656,800	524,800	59.5	5.06	301.2	16,710	6.29	55.48
ATLANTA	7	252	2,741,400	554,300	61.3	4.95	303.2	18,533	6.76	61.12
TAMPA-ST. PTRSBRG	8	234	2,277,400	459,100	59.1	4.96	293.1	10,824	4.75	36.93
SEATTLE-TACOMA	7	233	2,492,200	505,600	58.8	4.93	289.8	11,630	4.67	40.13
BALTIMORE	6	210	2,536,000	505,400	62.2	5.02	312.1	15,690	6.19	50.27
INDIANAPOLIS	7	198	2,196,700	446,300	59.1	4.92	290.9	11,852	5.40	40.74
MARKETS 11-20			26,562,600	5,453,100	60.4	4.87	294.1	142,349	5.36	484.02
MARKETS 1-20 TOTAL			97,796,100	19,741,000	60.0	4.95	297.0	444,063	4.54	1,495.16
DENVER	7	252	2,093,100	416,900	61.0	5.02	306.3	15,031	7.18	49.07
PORTLAND, OR	10	381	2,032,300	401,800	60.8	5.06	307.5	15,010	7.39	48.81
HARTFORD-NEW HAVEN	6	204	2,037,100	423,300	61.1	4.81	294.0	12,991	6.38	44.19
SACRAMENTO-STCKTN	14	460	2,095,600	410,700	60.5	5.10	308.7	16,006	7.64	51.85
MILWAUKEE	5	180	1,831,900	380,800	59.3	4.81	285.3	8,463	4.62	29.66
CINCINNATI	6	208	1,843,500	382,900	61.3	4.81	295.1	12,127	6.58	41.09
KANSAS CITY	6	181	1,848,900	370,900	62.0	4.98	309.0	10,679	5.78	34.56
SAN DIEGO	8	338	2,040,100	403,400	62.7	5.06	317.1	15,088	7.40	47.58
BUFFALO	4	131	1,648,300	343,700	57.7	4.80	276.7	9,681	5.87	34.99
NASHVILLE	14	458	1,808,300	356,600	60.5	5.07	306.8	* 13,044	7.21	42.52
MARKETS 21-30 TOTAL			19,279,100	3,891,000	60.7	4.95	300.8	128,120	6.65	425.93
MARKETS 1-30 TOTAL			117,075,200	23,632,000	60.1	4.95	297.6	572,183	4.89	1,922.66

* RATE FILE INCOMPLETE; RATES ESTIMATED

(Continued)

TARGET AUDIENCE: MEN 18 + (cont.)

ADI MARKET	# OF STAS	# OF ANCTS	GROSS IMPRESSIONS	NET REACH	REACH RATING	AVG FREQ	GRP'S	:60 COST (ADJ)	CPM IMPR	C P AVG R P
PROVDENCE-WAR-PAW	8	242	1,611,800	329,400	59.1	4.89	289.2 *	8,613	5.34	29.78
COLUMBUS, OH	6	189	1,581,500	321,400	58.9	4.92	289.9	12,671	8.01	43.71
PHOENIX	8	196	1,534,000	313,400	58.4	4.89	285.8	9,414	6.14	32.94
CHARLOTTE	6	207	1,577,800	319,900	59.7	4.93	294.5	13,514	8.57	45.89
MEMPHIS	6	234	1,621,700	324,600	62.0	5.00	309.7	13,671	8.43	44.14
NEW ORLEANS	8	283	1,546,400	308,100	61.4	5.02	308.2	12,102	7.83	39.27
GRNV-SPRTBRG-ASHVL	12	351	1,533,100	305,500	60.0	5.02	301.1 *	6,082	3.97	20.20
OKLAHOMA CITY	7	227	1,335,000	268,200	60.1	4.98	299.1	8,044	6.03	26.89
GRND RPDS-KAL-BAT	11	354	1,439,900	285,000	59.8	5.05	302.1 *	8,088	5.62	26.77
ORLNDO-DAYTNA BCH	9	310	1,366,700	271,200	60.4	5.04	304.4	11,687	8.55	38.39
MARKETS 31-40 TOTAL			15,147,900	3,046,700	60.0	4.97	298.1	103,886	6.86	348.49
MARKETS 1-40 TOTAL			132,223,100	26,678,700	60.1	4.96	297.7	676,069	5.11	2,270.97
WLKS BARE-SCRNTN	14	374	1,375,200	270,400	59.1	5.09	300.5 *	8,169	5.94	27.18
RALEIGH-DURHAM	7	237	1,508,700	301,800	60.8	5.00	304.0 *	9,166	6.08	30.15
LOUISVILLE	5	198	1,399,700	281,900	61.6	4.97	305.9	9,007	6.43	29.44
CHRLSTN-HNTNGTN	22	746	1,419,300	273,100	60.2	5.20	312.9 *	11,614	8.18	37.12
ALBANY-SCHEN-TROY	5	213	1,227,200	253,200	59.4	4.85	287.9	8,793	7.17	30.54
DAYTON	5	149	1,294,700	262,500	60.9	4.93	300.3	8,679	6.70	28.90
HRSBRG-YRK-LNCSTR	9	292	1,252,200	257,100	59.5	4.87	289.8	6,763	5.40	23.34
NRFLK-PRTMTH-NPT N	7	225	1,440,100	293,000	61.3	4.92	301.3	5,563	3.86	18.46
SALT LAKE CITY	7	248	1,266,000	256,900	58.2	4.93	286.8	7,704	6.09	26.86
BIRMINGHAM	8	267	1,229,500	245,500	60.6	5.01	303.5	8,032	6.53	26.46
MARKETS 41-50 TOTAL			13,412,600	2,695,400	60.2	4.98	299.4	83,490	6.22	278.86
MARKETS 1-50 TOTAL			145,635,700	29,374,100	60.1	4.96	297.8	759,559	5.22	2,550.57

TARGET AUDIENCE: MEN 18-34

Population: 20,621,300
Daytime, Mon.-Fri., 6 am-7 pm
Goal: 300 GRP's, 4 wks, 60 reach/5 freq
Spot distribution: equal
Rate adjustment: -15%

ADI MARKET	# OF STAS	# OF ANCTS	GROSS IMPRESSIONS	NET REACH	REACH RATING	AVG FREQ	GRP'S	:60 COST (ADJ)	CPM IMPR	C P AVG R P
NEW YORK	6	176	7,127,700	1,430,500	59.3	4.98	295.5	33,096	4.64	112.00
LOS ANGELES	9	323	4,946,500	970,800	61.1	5.10	311.3	34,309	6.94	110.21
CHICAGO	6	205	3,355,000	688,600	58.3	4.87	284.0	21,193	6.32	74.62
PHILADELPHIA	8	308	2,945,400	587,600	61.8	5.01	309.8	19,831	6.73	64.01
SAN FRANCISCO	9	353	2,354,500	472,300	60.4	4.99	301.1	25,067	10.65	83.25
BOSTON	6	205	2,283,700	461,000	60.4	4.95	299.2	21,393	9.37	71.50
DETROIT	5	187	2,301,000	458,700	66.0	5.02	331.1	14,385	6.25	43.45
WASHINGTON, DC	8	254	1,765,200	360,400	58.9	4.90	288.5	15,126	8.57	52.43
CLEVELAND	4	157	1,676,600	341,300	63.6	4.91	312.4	10,683	6.37	34.20
DALLAS-FT. WORTH	6	173	1,401,900	288,600	58.9	4.86	286.2	11,107	7.92	38.81
GROUP SUBTOTAL			30,157,500	6,059,800	60.5	4.98	301.2	206,190	6.84	684.56
MARKETS 1-10 TOTAL			30,157,500	6,059,800	60.5	4.98	301.2	206,190	6.84	684.56

* RATE FILE INCOMPLETE; RATES ESTIMATED

TARGET AUDIENCE: MEN 18-34 (cont.)

ADI MARKET	# OF STAS	# OF ANCTS	GROSS IMPRESSIONS	NET REACH	REACH RATING	AVG FREQ	GRP'S	:60 COST (ADJ)	CPM IMPR	C/P AVG R P
PITTSBURGH	5	207	1,242,300	251,400	62.5	4.94	308.9	13,185	10.61	42.68
HOUSTON	5	154	1,451,600	291,000	62.8	4.99	313.2	12,114	8.35	38.68
ST. LOUIS	5	126	1,088,800	226,800	58.6	4.80	281.3	8,869	8.15	31.53
MINNPLS-ST. PAUL	6	173	1,329,900	274,500	61.3	4.84	297.0	10,950	8.23	36.87
MIAMI	6	184	888,700	178,800	60.1	4.97	298.7	11,162	12.56	37.37
ATLANTA	5	170	1,257,800	262,300	61.4	4.80	294.4	11,061	8.79	37.57
TAMPA-ST. PTRSBRG	5	179	684,200	139,800	60.3	4.89	295.0	11,334	16.57	38.42
SEATTLE-TACOMA	6	251	1,141,100	232,800	59.2	4.90	290.1	10,121	8.87	34.89
BALTIMORE	5	185	987,900	204,900	58.3	4.82	281.1	9,504	9.82	33.81
INDIANAPOLIS	7	254	967,800	204,000	60.8	4.74	288.5 *	8,685	8.97	30.10
MARKETS 11-20			11,040,100	2,266,300	60.6	4.87	295.4	106,985	9.69	362.17
MARKETS 1-20 TOTAL			41,197,600	8,326,100	60.6	4.95	299.6	313,175	7.60	1,045.31
DENVER	5	205	1,014,300	204,300	62.3	4.96	309.2	10,747	10.60	34.76
PORTLAND, OR	7	266	793,700	162,400	58.9	4.89	287.8	9,134	11.51	31.74
HARTFORD-NEW HAVEN	6	250	829,500	174,000	60.2	4.77	286.9	8,608	10.38	30.00
SACRAMENTO-STCKTN	11	436	854,700	169,400	60.4	5.05	304.8	8,630	10.10	28.31
MILWAUKEE	5	207	775,400	162,000	60.0	4.79	287.2	7,393	9.53	25.74
CINCINNATI	7	266	775,100	157,500	59.9	4.92	294.8 *	10,086	13.01	34.21
KANSAS CITY	5	177	755,800	155,500	60.3	4.86	293.1	8,398	11.11	28.65
SAN DIEGO	5	236	1,072,400	217,100	65.4	4.94	323.1	11,400	10.63	35.28
BUFFALO	3	104	609,900	130,900	57.7	4.66	268.8	6,717	11.01	24.99
NASHVILLE	10	454	774,100	153,500	59.7	5.04	301.0	9,393	12.13	31.21
MARKETS 21-30 TOTAL			8,254,900	1,686,600	60.7	4.89	296.9	90,508	10.98	304.84
MARKETS 1-30 TOTAL			49,452,500	10,012,700	60.6	4.94	299.2	403,681	8.16	1,349.20
PROVDENCE-WAR-PAW	12	431	644,600	131,600	58.6	4.90	287.0 *	9,180	14.24	31.99
COLUMBUS, OH	5	191	779,300	155,200	62.6	5.02	314.2	11,406	14.64	36.30
PHOENIX	6	149	700,400	140,100	63.4	5.00	317.1	7,330	10.47	23.12
CHARLOTTE	4	96	726,300	147,100	64.0	4.94	316.1	6,871	9.46	21.74
MEMPHIS	4	208	626,100	131,200	58.4	4.77	278.6	10,267	16.40	36.85
NEW ORLEANS	6	241	742,600	148,600	65.8	5.00	328.9	9,341	12.58	28.40
GRNV-SPRTBRG-ASHVL	11	389	637,300	129,300	60.8	4.93	299.8 *	5,843	9.17	19.49
OKLAHOMA CITY	4	146	554,000	117,600	61.0	4.71	287.3	5,271	9.51	18.35
GRND RPDS-KAL-BAT	5	146	588,900	123,000	58.7	4.79	281.0	3,581	6.08	12.74
ORLNDO-DAYTNA BCH	5	206	518,100	106,500	62.4	4.86	303.7	7,001	13.51	23.05
MARKETS 31-40 TOTAL			6,517,600	1,330,200	61.6	4.90	301.8	76,091	11.67	252.12
MARKETS 1-40 TOTAL			55,970,100	11,342,900	60.7	4.93	299.5	479,772	8.57	1,601.91
WLKS BARE-SCRNTN	12	653	485,600	96,900	59.9	5.01	300.3 *	8,104	16.69	26.99
RALEIGH-DURHAM	4	126	694,500	146,500	57.8	4.74	274.1 *	4,113	5.92	15.01
LOUISVILLE	3	140	597,600	125,700	61.7	4.75	293.2	7,201	12.05	24.56
CHRLSTN-HNTNGTN	12	485	410,500	87,800	49.4	4.68	231.0 *	9,215	22.45	39.89
ALBANY-SCHEN-TROY	4	211	485,400	100,000	60.7	4.85	294.7	6,492	13.37	22.03
DAYTON	5	180	544,200	112,900	60.2	4.82	290.2	5,629	10.34	19.40
HRSBRG-YRK-LNCSTR	7	276	508,100	104,000	59.1	4.89	288.9	5,182	10.20	17.94
NRFLK-PRTMTH-NPT N	4	139	699,900	149,000	62.7	4.70	294.4	3,295	4.71	11.19
SALT LAKE CITY	7	301	590,200	122,200	58.1	4.83	280.6	5,976	10.13	21.30
BIRMINGHAM	4	119	480,800	102,100	63.8	4.71	300.3	3,977	8.27	13.24
MARKETS 41-50 TOTAL			5,496,800	1,147,100	59.3	4.79	284.4	59,184	10.77	208.10
MARKETS 1-50 TOTAL			61,466,900	12,490,000	60.6	4.92	298.1	538,956	8.77	1,807.97

* RATE FILE INCOMPLETE; RATES ESTIMATED

TARGET AUDIENCE: MEN 18-49

Population: 32,372,900
Daytime, Mon.-Fri., 6 am-7 pm
Goal: 300 GRP's, 4 wks, 60 reach/5 freq
Spot distribution: equal
Rate adjustment: -15%

ADI MARKET	# OF STAS	# OF ANCTS	GROSS IMPRESSIONS	NET REACH	REACH RATING	AVG FREQ	GRP'S	60 COST (ADJ)	CPM IMPR	C P AVG R P
NEW YORK	7	272	11,807,300	2,355,200	59.7	5.01	299.3	55,524	4.70	185.51
LOS ANGELES	10	394	7,701,000	1,511,000	60.3	5.10	307.3	46,798	6.08	152.29
CHICAGO	6	205	5,399,100	1,101,700	59.0	4.90	289.1	37,220	6.89	128.74
PHILADELPHIA	10	369	4,846,500	950,300	62.0	5.10	316.2	28,924	5.97	91.47
SAN FRANCISCO	10	411	3,638,100	726,300	60.3	5.01	302.0	34,213	9.40	113.29
BOSTON	8	212	3,673,200	728,000	61.3	5.05	309.3	28,220	7.68	91.24
DETROIT	6	240	3,500,100	697,400	63.6	5.02	319.2	22,803	6.51	71.44
WASHINGTON, DC	10	319	2,992,600	590,700	61.7	5.07	312.6	23,245	7.77	74.36
CLEVELAND	6	245	2,544,500	515,700	60.0	4.93	296.0	17,501	6.88	59.13
DALLAS-FT. WORTH	7	201	2,293,900	459,100	61.3	5.00	306.3	16,352	7.13	53.39
GROUP SUBTOTAL			48,396,400	9,635,400	60.6	5.02	304.3	310,800	6.42	1,021.36
MARKETS 1-10 TOTAL			48,396,400	9,635,400	60.6	5.02	304.3	310,800	6.42	1,021.36
PITTSBURGH	4	130	1,809,600	383,900	57.6	4.71	271.5	11,876	6.56	43.74
HOUSTON	7	232	2,228,200	440,700	61.0	5.06	308.4	16,850	7.56	54.64
ST. LOUIS	6	173	1,799,300	373,300	60.3	4.82	290.6	12,630	7.02	43.46
MINNPLS-ST. PAUL	5	126	1,792,600	394,200	58.8	4.55	267.4	11,759	6.56	43.98
MIAMI	9	262	1,455,700	290,200	58.9	5.02	295.5	13,923	9.56	47.12
ATLANTA	5	176	1,772,000	373,300	57.7	4.75	273.9	14,071	7.94	51.37
TAMPA-ST. PTRSBRG	7	208	1,133,500	226,600	60.8	5.00	304.1	10,467	9.23	34.42
SEATTLE-TACOMA	8	289	1,747,100	354,500	59.9	4.93	295.2	11,536	6.60	39.08
BALTIMORE	6	213	1,692,000	337,800	61.4	5.01	307.6	15,767	9.32	51.26
INDIANAPOLIS	6	173	1,478,900	306,000	59.3	4.83	286.6	10,017	6.77	34.95
MARKETS 11-20			16,908,900	3,480,500	59.5	4.86	289.1	128,896	7.62	445.85
MARKETS 1-20 TOTAL			65,305,300	13,115,900	60.3	4.98	300.2	439,696	6.73	1,464.68
DENVER	6	226	1,502,800	301,000	60.7	4.99	303.1	14,889	9.91	49.12
PORTLAND, OR	9	313	1,259,200	252,400	59.4	4.99	296.4	12,328	9.79	41.59
HARTFORD-NEW HAVEN	5	177	1,226,000	259,700	57.3	4.72	270.5	12,594	10.27	46.56
SACRAMENTO-STCKTN	11	362	1,357,500	268,400	60.2	5.06	304.5	12,823	9.45	42.11
MILWAUKEE	5	186	1,272,600	262,400	61.4	4.85	297.8	8,869	6.97	29.78
CINCINNATI	4	164	1,100,600	236,100	57.1	4.66	266.2	11,461	10.41	43.05
KANSAS CITY	5	153	1,204,100	244,200	61.0	4.93	300.8	9,391	7.80	31.22
SAN DIEGO	7	282	1,490,100	297,100	63.4	5.02	318.0	12,686	8.51	39.89
BUFFALO	4	160	1,132,800	232,500	62.6	4.87	305.0	10,839	9.57	35.54
NASHVILLE	12	398	1,200,200	235,200	60.5	5.10	308.8	11,359	9.46	36.78
MARKETS 21-30 TOTAL			12,745,900	2,589,000	60.4	4.92	297.1	117,239	9.20	394.61
MARKETS 1-30 TOTAL			78,051,200	15,704,900	60.3	4.97	299.7	556,935	7.14	1,858.31
PROVDENCE-WAR-PAW	7	247	1,018,200	208,700	58.8	4.88	286.9	9,525	9.35	33.20
COLUMBUS, OH	5	171	1,109,500	226,300	59.9	4.90	293.7	11,305	10.19	38.49
PHOENIX	7	173	1,029,600	206,800	59.9	4.98	298.2	9,324	9.06	31.27
CHARLOTTE	4	137	1,048,900	218,900	60.0	4.79	287.5	10,773	10.27	37.47
MEMPHIS	5	225	1,044,400	211,000	62.0	4.95	306.8	12,126	11.61	39.52
NEW ORLEANS	6	228	953,900	200,100	57.3	4.77	273.2	8,707	9.13	31.87
GRNV-SPRTBRG-ASHVL	11	346	1,022,000	204,500	61.2	5.00	305.9 *	5,886	5.76	19.24

* RATE FILE INCOMPLETE; RATES ESTIMATED

TARGET AUDIENCE: MEN 18-49 (cont.)

ADI MARKET	# OF STAS	# OF ANCTS	GROSS IMPRESSIONS	NET REACH	REACH RATING	AVG FREQ	GRP'S	:60 COST (ADJ)	CPM IMPR	C/P AVG R P
OKLAHOMA CITY	5	181	816,600	170,100	58.1	4.80	279.0	6,373	7.80	22.84
GRND RPDS-KAL-BAT	8	249	969,600	193,000	60.2	5.02	302.4 *	7,589	7.83	25.10
ORLNDO-DAYTNA BCH	7	256	791,200	161,200	58.5	4.91	287.2	9,174	11.60	31.94
MARKETS 31-40 TOTAL			9,803,900	2,000,600	59.6	4.90	292.2	90,782	9.26	310.68
MARKETS 1-40 TOTAL			87,855,100	17,705,500	60.2	4.96	298.8	647,717	7.37	2,167.73
WLKS BARE-SCRNTN	13	319	805,300	159,400	59.7	5.05	301.6 *	7,518	9.34	24.93
RALEIGH-DURHAM	6	207	1,097,900	221,400	61.2	4.96	303.5 *	8,958	8.16	29.52
LOUISVILLE	4	165	944,900	193,500	62.1	4.88	303.2	7,859	8.32	25.92
CHRLSTN-HNTNGTN	18	832	890,000	172,600	60.4	5.16	311.4 *	12,575	14.13	40.38
ALBANY-SCHEN-TROY	5	248	833,300	166,200	63.5	5.01	318.4	9,791	11.75	30.75
DAYTON	5	164	897,000	180,300	61.4	4.98	305.4	9,624	10.73	31.51
HRSBRG-YRK-LNCSTR	8	287	777,600	161,300	57.5	4.82	277.2	6,756	8.69	24.37
NRFLK-PRTMTH-NPT N	6	193	1,029,400	212,100	61.0	4.85	296.1	4,232	4.11	14.29
SALT LAKE CITY	6	228	859,700	177,700	57.5	4.84	278.2	6,728	7.83	24.18
BIRMINGHAM	5	172	694,900	147,600	57.9	4.71	272.6	6,028	8.67	22.11
MARKETS 41-50 TOTAL			8,830,000	1,792,100	60.3	4.93	296.9	80,069	9.07	269.68
MARKETS 1-50 TOTAL			96,685,100	19,497,600	60.2	4.96	298.7	727,786	7.53	2,436.51

TARGET AUDIENCE: MEN 25-54

Population: 26,964,300
Daytime, Mon.-Fri., 6 am-7 pm
Goal: 300 GRP's, 4 wks, 60 reach/5 freq
Spot distribution: equal
Rate adjustment: -15%

ADI MARKET	# OF STAS	# OF ANCTS	GROSS IMPRESSIONS	NET REACH	REACH RATING	AVG FREQ	GRP'S	:60 COST (ADJ)	CPM IMPR	C/P AVG R P
NEW YORK	7	257	9,796,100	1,985,900	58.0	4.93	286.1	54,386	5.55	190.09
LOS ANGELES	8	265	6,317,300	1,261,300	59.7	5.01	299.0	35,043	5.55	117.20
CHICAGO	6	200	4,757,400	964,700	61.2	4.93	301.8	38,730	8.14	128.33
PHILADELPHIA	10	335	3,755,700	757,800	58.7	4.96	290.9	27,476	7.32	94.45
SAN FRANCISCO	10	418	3,060,200	610,900	60.8	5.01	304.6	34,881	11.40	114.51
BOSTON	7	230	2,941,900	591,100	60.4	4.98	300.6	31,000	10.54	103.13
DETROIT	6	260	2,697,100	552,600	60.4	4.88	294.8	21,457	7.96	72.78
WASHINGTON, DC	10	283	2,365,800	474,300	59.1	4.99	294.8	24,426	10.32	82.86
CLEVELAND	8	323	2,159,700	430,300	59.2	5.02	297.2	21,034	9.74	70.77
DALLAS-FT. WORTH	7	182	1,922,000	383,900	61.6	5.01	308.4	15,777	8.21	51.16
GROUP SUBTOTAL			39,773,200	8,012,800	59.6	4.96	295.6	304,210	7.65	1,029.13
MARKETS 1-10 TOTAL			39,773,200	8,012,800	59.6	4.96	295.6	304,210	7.65	1,029.13
PITTSBURGH	5	205	1,701,300	355,000	61.4	4.79	294.2	17,674	10.39	60.07
HOUSTON	7	205	1,768,400	356,400	58.9	4.96	292.2	16,291	9.21	55.75
ST. LOUIS	4	149	1,466,800	317,800	60.6	4.62	279.7	10,844	7.39	38.77
MINNPLS-ST. PAUL	4	145	1,477,300	331,100	61.4	4.46	274.0	7,814	5.29	28.52
MIAMI	10	309	1,327,900	261,300	61.1	5.08	310.5	17,139	12.91	55.20
ATLANTA	6	217	1,584,500	322,300	60.7	4.92	298.4	16,756	10.57	56.15
TAMPA-ST. PTRSBRG	8	221	979,800	195,300	61.6	5.02	309.1	9,718	9.92	31.44
SEATTLE-TACOMA	6	188	1,370,300	282,300	59.1	4.85	286.9	9,190	6.71	32.03
BALTIMORE	6	205	1,361,000	272,000	60.3	5.00	301.8	15,479	11.37	51.29
INDIANAPOLIS	7	206	1,310,900	261,400	61.8	5.01	309.9	12,409	9.47	40.04
MARKETS 11-20			14,348,200	2,954,900	60.6	4.86	294.4	133,314	9.29	452.83
MARKETS 1-20 TOTAL			54,121,400	10,967,700	59.8	4.93	295.3	437,524	8.08	1,481.63

* RATE FILE INCOMPLETE; RATES ESTIMATED

(Continued)

ADI MARKET	# OF STAS	# OF ANCTS	GROSS IMPRESSIONS	NET REACH	REACH RATING	AVG FREQ	GRP'S	:60 COST (ADJ)	CPM IMPR	C/P AVG R P
TARGET AUDIENCE: MEN 25-54 (cont.)										
DENVER	6	232	1,194,000	241,000	60.9	4.95	301.7	14,020	11.74	46.47
PORTLAND, OR	9	345	1,071,900	215,500	60.0	4.97	298.5	13,153	12.27	44.06
HARTFORD-NEW HAVEN	6	229	1,102,800	228,800	59.9	4.82	288.8 *	13,875	12.58	48.04
SACRAMENTO-STCKTN	12	355	1,143,200	225,600	60.8	5.07	308.1	12,503	10.94	40.58
MILWAUKEE	6	203	1,130,600	229,900	64.5	4.92	317.1	8,412	7.44	26.53
CINCINNATI	5	176	936,600	199,600	58.5	4.69	274.5	10,266	10.96	37.40
KANSAS CITY	4	112	901,700	191,300	58.0	4.71	273.4	7,053	7.82	25.80
SAN DIEGO	7	290	965,900	196,700	60.4	4.91	296.7	11,984	12.41	40.39
BUFFALO	4	144	1,005,900	203,500	63.8	4.94	315.4	10,629	10.57	33.70
NASHVILLE	14	424	960,100	188,500	60.5	5.09	308.2 *	11,797	12.29	38.28
MARKETS 21-30 TOTAL			10,412,700	2,120,400	60.7	4.91	298.2	113,692	10.92	381.26
MARKETS 1-30 TOTAL			64,534,100	13,088,100	60.0	4.93	295.7	551,216	8.54	1,864.11
PROVDENCE-WAR-PAW	8	272	891,500	180,000	61.3	4.95	303.7 *	9,436	10.58	31.07
COLUMBUS, OH	5	159	902,900	183,600	60.7	4.92	298.6	10,736	11.89	35.95
PHOENIX	8	205	855,700	171,600	59.8	4.99	298.2	10,109	11.81	33.90
CHARLOTTE	4	137	855,500	182,200	58.2	4.70	273.2	10,128	11.84	37.07
MEMPHIS	6	250	841,900	167,900	61.8	5.01	309.9	14,124	16.78	45.58
NEW ORLEANS	7	250	849,200	173,000	60.6	4.91	297.4	10,617	12.50	35.70
GRNV-SPRTBRG-ASHVL	11	360	870,800	173,600	61.2	5.02	307.1 *	6,673	7.66	21.73
OKLAHOMA CITY	7	228	695,200	139,800	60.0	4.97	298.4	8,190	11.78	27.45
GRND RPDS-KAL-BAT	11	391	767,200	152,300	59.0	5.04	297.2 *	11,115	14.49	37.40
ORLNDO-DAYTNA BCH	9	321	717,400	141,400	61.2	5.07	310.6 *	12,411	17.30	39.96
MARKETS 31-40 TOTAL			8,247,400	1,665,400	60.4	4.95	298.9	103,539	12.55	346.40
MARKETS 1-40 TOTAL			72,781,500	14,753,500	60.0	4.93	296.1	654,755	9.00	2,211.26
WLKS BARE-SCRNTN	14	344	713,900	139,700	59.9	5.11	306.1 *	7,224	10.12	23.60
RALEIGH-DURHAM	6	211	766,600	155,500	60.0	4.93	295.9 *	8,634	11.26	29.18
LOUISVILLE	4	161	698,400	145,800	58.7	4.79	281.2	7,613	10.90	27.07
CHRLSTN-HNTNGTN	18	595	736,900	143,300	59.4	5.14	305.4 *	10,424	14.15	34.13
ALBANY-SCHEN-TROY	5	212	647,500	133,900	60.9	4.84	294.5	9,458	14.61	32.12
DAYTON	4	134	714,000	147,600	60.3	4.84	291.7	8,184	11.46	28.06
HRSBRG-YRK-LNCSTR	9	293	709,300	142,600	60.8	4.97	302.5	6,952	9.80	22.98
NRFLK-PRTMTH-NPT N	6	202	734,700	150,800	60.0	4.87	292.4	5,528	7.52	18.91
SALT LAKE CITY	6	203	669,600	138,600	58.3	4.83	281.7	6,310	9.42	22.40
BIRMINGHAM	7	245	655,600	131,800	61.4	4.97	305.5	7,391	11.27	24.19
MARKETS 41-50 TOTAL			7,046,500	1,429,600	59.9	4.93	295.5	77,718	11.03	263.01
MARKETS 1-50 TOTAL			79,828,000	16,183,100	60.0	4.93	296.0	732,473	9.18	2,474.57

* RATE FILE INCOMPLETE; RATES ESTIMATED

THE
SUSQUEHANNA
STATIONS
SERVING OVER
2,000,000*
LISTENERS
WEEKLY

*Subject to qualification upon request.

WSBA AM/FM Harrisburg/Lancaster/York
WARM Wilkes-Barre/Scranton
WHLO Akron/Canton
WGBB Nassau County, NY
WQBA AM/FM Miami
WKIS Orlando
WLQR Toledo
WLQA Cincinnati
WFMS Indianapolis
KPLX/KLIF Dallas/Fort Worth
WLTA Atlanta.

TARGET AUDIENCE: WOMEN 18+

Population: 54,143,200
Drive through housewife time: Mon.-Fri., 6 am-3 pm
Goal: 300 GRP's, 4 wks, 60 reach/5 freq
Spot distribution: equal
Rate adjustment: -15%

ADI MARKET	# OF STAS	# OF ANCTS	GROSS IMPRESSIONS	NET REACH	REACH RATING	AVG FREQ	GRP'S	:60 COST (ADJ)	CPM IMPR	C P AVG R P
NEW YORK	10	267	22,318,700	4,383,400	61.3	5.09	312.1	53,441	2.39	171.23
LOS ANGELES	12	330	12,053,400	2,362,000	59.1	5.10	301.6	39,571	3.28	131.20
CHICAGO	7	159	8,936,700	1,802,400	58.9	4.96	292.0	27,474	3.07	94.09
PHILADELPHIA	11	257	8,343,200	1,633,200	61.0	5.11	311.6	22,090	2.65	70.89
SAN FRANCISCO	11	385	5,858,700	1,153,600	61.2	5.08	310.8	31,691	5.41	101.97
BOSTON	9	225	6,108,300	1,212,200	59.0	5.04	297.3	29,043	4.75	97.69
DETROIT	8	222	5,030,600	1,023,400	58.9	4.92	289.5	16,837	3.35	58.16
WASHINGTON, DC	12	287	4,437,300	885,900	59.6	5.01	298.5	23,304	5.25	78.07
CLEVELAND	12	320	4,355,900	856,800	58.9	5.08	299.4	19,809	4.55	66.16
DALLAS-FT. WORTH	8	166	3,666,200	725,500	59.8	5.05	302.2	14,232	3.88	47.09
GROUP SUBTOTAL			81,109,000	16,038,400	60.0	5.06	303.6	277,492	3.42	914.01
MARKETS 1-10 TOTAL			81,109,000	16,038,400	60.0	5.06	303.6	277,492	3.42	914.01
PITTSBURGH	6	151	3,508,300	732,700	58.5	4.79	280.1	11,473	3.27	40.96
HOUSTON	8	195	3,170,400	629,500	59.2	5.04	298.2	15,975	5.04	53.57
ST. LOUIS	7	170	3,247,400	662,600	60.8	4.90	298.0	13,232	4.07	44.40
MINNPLS-ST. PAUL	6	163	2,825,100	614,100	58.1	4.60	267.3	9,618	3.40	35.98
MIAMI	11	241	3,058,300	601,800	59.1	5.08	300.3	13,179	4.31	43.89
ATLANTA	9	254	3,049,400	606,700	60.4	5.03	303.6	19,111	6.27	62.95
TAMPA-ST. PTRSBRG	9	218	2,655,400	536,200	59.1	4.95	292.7	10,440	3.93	35.67
SEATTLE-TACOMA	12	319	2,676,300	529,300	59.9	5.06	302.9	12,423	4.64	41.01
BALTIMORE	6	153	2,494,400	508,800	58.4	4.90	286.3	11,344	4.55	39.62
INDIANAPOLIS	10	259	2,572,800	507,500	60.9	5.07	308.7	11,850	4.61	38.39
MARKETS 11-20			29,257,800	5,929,200	59.4	4.93	293.1	128,645	4.40	438.91
MARKETS 1-20 TOTAL			110,366,800	21,967,600	59.9	5.02	300.8	406,137	3.68	1,350.19
DENVER	7	193	2,114,600	426,900	58.8	4.95	291.3	9,820	4.64	33.71
PORTLAND, OR	10	289	2,118,000	425,300	59.1	4.98	294.3	11,997	5.66	40.76
HARTFORD-NEW HAVEN	7	172	2,174,300	452,800	59.1	4.80	283.8	* 9,799	4.51	34.53
SACRAMENTO-STCKTN	19	495	2,185,400	425,400	60.2	5.14	309.2	14,007	6.41	45.30
MILWAUKEE	6	118	2,096,800	424,700	60.4	4.94	298.2	7,181	3.42	24.08
CINCINNATI	7	153	2,019,100	411,100	58.3	4.91	286.3	9,224	4.57	32.22
KANSAS CITY	7	182	1,946,700	392,600	59.2	4.96	293.5	9,119	4.68	31.07
SAN DIEGO	11	330	1,886,600	368,100	61.1	5.13	313.2	13,960	7.40	44.57
BUFFALO	5	110	2,039,800	411,900	61.2	4.95	303.0	7,158	3.51	23.62
NASHVILLE	13	370	1,885,800	371,600	59.5	5.07	302.0	10,056	5.33	33.30
MARKETS 21-30 TOTAL			20,467,100	4,110,400	59.7	4.98	297.1	102,321	5.00	344.40
MARKETS 1-30 TOTAL			130,833,900	26,078,000	59.8	5.02	300.2	508,458	3.89	1,693.73

* RATE FILE INCOMPLETE; RATES ESTIMATED

(Continued)

ADI MARKET	# OF STAS	# OF ANCTS	GROSS IMPRESSIONS	NET REACH	REACH RATING	AVG FREQ	GRP'S	:60 COST (ADJ)	CPM IMPR	C/P AVG R P
TARGET AUDIENCE: WOMEN 18 + (cont.)										
PROVDENCE-WAR-PAW	8	172	1,884,700	384,900	59.9	4.90	293.3 *	6,141	3.26	20.94
COLUMBUS, OH	6	157	1,823,700	364,700	60.7	5.00	303.5	10,780	5.91	35.52
PHOENIX	11	203	1,782,800	352,900	61.4	5.05	310.2	8,984	5.04	28.96
CHARLOTTE	11	280	1,870,000	368,000	60.6	5.08	308.0	11,587	6.20	37.62
MEMPHIS	8	212	1,827,400	360,000	60.6	5.08	307.6	10,503	5.75	34.14
NEW ORLEANS	9	276	1,748,800	346,500	61.3	5.05	309.4	11,377	6.51	36.77
GRNV-SPRTBRG-ASHVL	16	336	1,723,300	341,900	59.8	5.04	301.4 *	5,148	2.99	17.08
OKLAHOMA CITY	6	146	1,448,600	293,500	59.4	4.94	293.2	5,384	3.72	18.36
GRND RPDS-KAL-BAT	11	283	1,578,200	312,200	59.7	5.06	301.8 *	8,813	5.58	29.20
ORLNDO-DAYTNA BCH	11	278	1,508,800	297,700	60.6	5.07	307.1 *	9,686	6.42	31.54
MARKETS 31-40 TOTAL			17,196,300	3,422,300	60.4	5.02	303.6	88,403	5.14	291.18
MARKETS 1-40 TOTAL			148,030,200	29,500,300	59.9	5.02	300.6	596,861	4.03	1,985.57
WLKS BARE-SCRNTN	16	271	1,597,200	313,500	59.3	5.09	302.2 *	4,865	3.05	16.10
RALEIGH-DURHAM	10	277	1,489,300	299,900	59.3	4.97	294.5 *	7,814	5.25	26.53
LOUISVILLE	6	173	1,496,600	301,700	61.2	4.96	303.6	7,653	5.11	25.21
CHRLSTN-HNTNGTN	24	532	1,536,500	297,600	59.5	5.16	307.2 *	8,395	5.46	27.33
ALBANY-SCHEN-TROY	6	182	1,380,400	283,700	58.6	4.87	285.1	7,627	5.53	26.75
DAYTON	6	135	1,382,600	280,600	58.7	4.93	289.2	6,473	4.68	22.38
HRSBRG-YRK-LNCSTR	9	194	1,407,100	288,500	60.3	4.88	294.1	4,791	3.40	16.29
NRFLK-PRTMTH-NPT N	10	268	1,473,300	294,100	60.0	5.01	300.6	5,278	3.58	17.56
SALT LAKE CITY	10	253	1,396,700	278,200	60.2	5.02	302.2	7,073	5.06	23.41
BIRMINGHAM	9	259	1,364,100	274,900	58.4	4.96	289.8	6,872	5.04	23.71
MARKETS 41-50 TOTAL			14,523,800	2,912,700	59.6	4.99	296.9	66,841	4.60	225.13
MARKETS 1-50 TOTAL			162,554,000	32,413,000	59.9	5.02	300.2	663,702	4.08	2,210.87

TARGET AUDIENCE: WOMEN 18-34

Population: 21,046,100
Drive through housewife time: Mon.-Fri., 6 am-3 pm
Goal: 300 GRP's, 4 wks, 60 reach/5 freq
Spot distribution: equal
Rate adjustment: -15%

ADI MARKET	# OF STAS	# OF ANCTS	GROSS IMPRESSIONS	NET REACH	REACH RATING	AVG FREQ	GRP'S	:60 COST (ADJ)	CPM IMPR	C P AVG R P
NEW YORK	6	172	7,514,900	1,529,500	59.1	4.91	290.4	32,847	4.37	113.11
LOS ANGELES	10	316	4,931,200	969,400	60.1	5.09	305.7	33,309	6.75	108.96
CHICAGO	8	231	3,645,200	728,600	59.7	5.00	298.7	23,974	6.58	80.26
PHILADELPHIA	9	237	2,881,800	579,700	59.5	4.97	295.8	17,134	5.95	57.92
SAN FRANCISCO	8	339	2,289,200	464,600	60.2	4.93	296.6	27,650	12.08	93.22
BOSTON	8	193	2,348,100	472,000	60.2	4.97	299.5	17,601	7.50	58.77
DETROIT	6	201	1,994,600	416,800	58.0	4.79	277.5	13,890	6.96	50.05
WASHINGTON, DC	7	204	1,888,000	389,500	59.2	4.85	287.0	13,652	7.23	47.57
CLEVELAND	6	191	1,683,200	340,200	60.1	4.95	297.3	12,268	7.29	41.26
DALLAS-FT. WORTH	7	192	1,505,900	303,600	60.2	4.96	298.6	11,641	7.73	38.99
GROUP SUBTOTAL			30,682,100	6,193,900	59.6	4.95	295.1	203,966	6.65	691.18
MARKETS 1-10 TOTAL			30,682,100	6,193,900	59.6	4.95	295.1	203,966	6.65	691.18

* RATE FILE INCOMPLETE; RATES ESTIMATED

TARGET AUDIENCE: WOMEN 18-34 (cont.)

ADI MARKET	# OF STAS	# OF ANCTS	GROSS IMPRESSIONS	NET REACH	REACH RATING	AVG FREQ	GRP'S	:60 COST (ADJ)	CPM IMPR	C/P AVG R P
PITTSBURGH	7	194	1,355,200	268,200	62.4	5.05	315.3	11,497	8.48	36.46
HOUSTON	6	192	1,394,800	281,200	60.0	4.96	297.6	15,788	11.32	53.05
ST. LOUIS	6	189	1,264,400	256,100	62.1	4.94	306.6	14,663	11.60	47.82
MINNPLS-ST. PAUL	6	190	1,289,400	265,900	57.7	4.85	279.8	10,075	7.81	36.01
MIAMI	7	181	981,200	195,700	62.2	5.01	311.9	10,303	10.50	33.03
ATLANTA	7	214	1,298,400	266,500	60.7	4.87	295.8	12,600	9.70	42.60
TAMPA-ST. PTRSBRG	6	162	701,400	142,800	59.4	4.91	291.8	9,395	13.39	32.20
SEATTLE-TACOMA	8	247	1,071,300	216,600	59.1	4.95	292.3	8,780	8.20	30.04
BALTIMORE	5	163	1,030,100	210,100	61.3	4.90	300.6	9,413	9.14	31.31
INDIANAPOLIS	6	195	1,007,300	207,600	60.6	4.85	294.0	8,080	8.02	27.48
MARKETS 11-20			11,393,500	2,310,700	60.5	4.93	298.4	110,594	9.71	370.62
MARKETS 1-20 TOTAL			42,075,600	8,504,600	59.8	4.95	296.0	314,560	7.48	1,062.70
DENVER	5	172	917,800	189,900	57.8	4.83	279.3	8,181	8.91	29.29
PORTLAND, OR	6	203	784,700	164,700	58.4	4.76	278.2	8,020	10.22	28.83
HARTFORD-NEW HAVEN	8	225	869,400	176,200	60.3	4.93	297.5 *	8,599	9.89	28.90
SACRAMENTO-STCKTN	16	513	843,500	167,200	59.6	5.04	300.7 *	9,546	11.32	31.75
MILWAUKEE	7	186	820,600	168,800	60.7	4.86	295.1	5,719	6.97	19.38
CINCINNATI	7	241	828,100	167,200	61.2	4.95	303.1 *	9,104	10.99	30.04
KANSAS CITY	5	161	774,300	157,500	59.7	4.92	293.5	7,165	9.25	24.41
SAN DIEGO	7	241	751,200	151,300	61.2	4.96	303.8	9,926	13.21	32.67
BUFFALO	3	83	702,800	148,400	61.8	4.74	292.7	5,162	7.34	17.64
NASHVILLE	11	285	716,700	141,700	59.9	5.06	302.9 *	6,627	9.25	21.88
MARKETS 21-30 TOTAL			8,009,100	1,632,900	60.0	4.90	294.2	78,049	9.75	265.29
MARKETS 1-30 TOTAL			50,084,700	10,137,500	59.8	4.94	295.7	392,609	7.84	1,327.73
PROVDENCE-WAR-PAW	4	108	623,600	134,300	58.3	4.64	270.8	4,614	7.40	17.04
COLUMBUS, OH	4	134	768,700	158,300	61.7	4.86	299.6	9,156	11.91	30.56
PHOENIX	7	178	661,100	133,800	59.6	4.94	294.5	7,267	10.99	24.68
CHARLOTTE	5	136	700,800	146,600	60.7	4.78	290.2	7,840	11.19	27.02
MEMPHIS	6	178	685,900	139,000	59.8	4.93	295.0	7,407	10.80	25.11
NEW ORLEANS	5	177	653,400	140,000	58.9	4.67	274.9	6,637	10.16	24.14
GRNV-SPRTBRG-ASHVL	16	446	632,900	127,600	59.7	4.96	296.2 *	5,631	8.90	19.01
OKLAHOMA CITY	5	131	627,800	126,000	65.7	4.98	327.3	4,198	6.69	12.83
GRND RPDS-KAL-BAT	7	187	630,200	127,100	58.5	4.96	290.0 *	4,874	7.73	16.81
ORLNDO-DAYTNA BCH	6	274	499,500	102,400	60.7	4.88	296.1 *	7,293	14.60	24.63
MARKETS 31-40 TOTAL			6,483,900	1,335,100	60.3	4.86	292.8	64,917	10.01	221.71
MARKETS 1-40 TOTAL			56,568,600	11,472,600	59.9	4.93	295.4	457,526	8.09	1,548.84
WLKS BARE-SCRNTN	9	190	479,500	96,800	59.7	4.95	295.6 *	3,579	7.46	12.11
RALEIGH-DURHAM	7	175	641,700	130,700	60.7	4.91	298.0 *	4,982	7.76	16.72
LOUISVILLE	4	137	574,100	118,700	60.6	4.84	293.2	5,553	9.67	18.94
CHRLSTN-HNTNGTN	16	397	565,800	110,600	59.9	5.12	306.5 *	6,568	11.61	21.43
ALBANY-SCHEN-TROY	4	145	485,900	101,100	60.3	4.81	289.7	4,571	9.41	15.78
DAYTON	9	238	556,300	113,500	57.8	4.90	283.2 *	5,815	10.45	20.53
HRSBRG-YRK-LNCSTR	10	271	524,400	104,500	59.2	5.02	296.9	5,012	9.56	16.88
NRFLK-PRTMTH-NPT N	8	213	603,500	122,700	58.0	4.92	285.3	7,579	12.56	26.57
SALT LAKE CITY	9	272	635,400	126,700	60.0	5.01	301.0	7,171	11.29	23.82
BIRMINGHAM	6	186	489,700	102,400	59.6	4.78	285.0	4,258	8.70	14.94
MARKETS 41-50 TOTAL			5,556,300	1,127,700	59.6	4.93	293.5	55,088	9.91	187.69
MARKETS 1-50 TOTAL			62,124,900	12,600,300	59.9	4.93	295.2	512,614	8.25	1,736.50

* RATE FILE INCOMPLETE; RATES ESTIMATED

TARGET AUDIENCE: WOMEN 18-49

Population: 33,447,400
Drive through housewife time: Mon.-Fri., 6 am-3 pm
Goal: 300 GRP's, 4 wks, 60 reach/5 freq
Spot distribution: equal
Rate adjustment: -15%

ADI MARKET	# OF STAS	# OF ANCTS	GROSS IMPRESSIONS	NET REACH	REACH RATING	AVG FREQ	GRP'S	:60 COST (ADJ)	CPM IMPR	C P AVG R P
NEW YORK	8	241	12,555,600	2,513,300	59.1	5.00	295.2	48,915	3.90	165.70
LOS ANGELES	14	419	8,013,500	1,553,300	60.9	5.16	314.2	46,937	5.86	149.39
CHICAGO	8	209	5,636,800	1,130,500	58.6	4.99	292.2	31,393	5.57	107.44
PHILADELPHIA	11	279	4,998,600	976,900	61.1	5.12	312.6	23,248	4.65	74.37
SAN FRANCISCO	11	392	3,764,400	740,200	61.4	5.09	312.2	30,663	8.15	98.22
BOSTON	9	212	3,768,400	748,000	60.9	5.04	306.8	25,610	6.80	83.47
DETROIT	7	225	3,291,100	671,400	58.8	4.90	288.2	17,910	5.44	62.14
WASHINGTON, DC	10	241	3,012,500	602,800	59.2	5.00	295.9	20.217	6.71	68.32
CLEVELAND	10	284	2,769,900	545,300	60.1	5.08	305.3	17,599	6.35	57.64
DALLAS-FT. WORTH	8	206	2,327,700	468,500	60.4	4.97	300.1	16,131	6.93	53.75
GROUP SUBTOTAL			50,138,500	9,950,200	59.9	5.04	301.9	278,623	5.56	922.90
MARKETS 1-10 TOTAL			50,138,500	9,950,200	59.9	5.04	301.9	278,623	5.56	922.90
PITTSBURGH	5	131	2,012,200	421,600	58.4	4.77	278.7	11,008	5.47	39.50
HOUSTON	7	187	2,109,800	424,400	58.1	4.97	288.8	16,663	7.90	57.70
ST. LOUIS	7	173	2,065,200	411,900	62.5	5.01	313.3	11,858	5.74	37.85
MINNPLS-ST. PAUL	6	168	2,059,100	420,200	61.5	4.90	301.4	11,297	5.49	37.48
MIAMI	9	223	1,617,800	321,700	60.6	5.03	304.7	13,018	8.05	42.72
ATLANTA	7	202	1,906,200	389,400	58.4	4.90	285.9	15,116	7.93	52.87
TAMPA-ST. PTRSBRG	8	228	1,171,800	235,000	59.2	4.99	295.2	12,524	10.69	42.43
SEATTLE-TACOMA	10	280	1,689,000	334,400	59.0	5.05	298.0	11,824	7.00	39.68
BALTIMORE	6	174	1,586,600	322,400	58.6	4.92	288.4	12,335	7.77	42.77
INDIANAPOLIS	7	175	1,521,800	309,600	58.3	4.92	286.6	9,857	6.48	34.39
MARKETS 11-20			17,739,500	3,590,600	59.5	4.94	293.8	125,500	7.07	427.16
MARKETS 1-20 TOTAL			67,878,000	13,540,800	59.8	5.01	299.7	404,123	5.95	1,348.43
DENVER	7	226	1,519,900	302,400	60.4	5.03	303.6	11,757	7.74	38.73
PORTLAND, OR	9	274	1,275,600	259,100	59.1	4.92	291.0	11,176	8.76	38.41
HARTFORD-NEW HAVEN	7	175	1,375,500	278,800	60.0	4.93	296.0 *	9,465	6.88	31.98
SACRAMENTO-STCKTN	16	428	1,403,000	272,900	60.5	5.14	311.1	12,939	9.22	41.59
MILWAUKEE	7	160	1,363,800	272,500	62.0	5.00	310.3	7,623	5.59	24.57
CINCINNATI	7	179	1,310,000	263,600	60.7	4.97	301.6	10,513	8.03	34.86
KANSAS CITY	6	164	1,296,900	255,700	62.3	5.07	315.9	9,441	7.28	29.89
SAN DIEGO	9	279	1,142,500	228,600	59.3	5.00	296.4	11,307	9.90	38.15
BUFFALO	4	95	1,165,700	242,800	61.6	4.80	295.8	6,161	5.29	20.83
NASHVILLE	11	290	1,130,200	223,900	59.4	5.05	299.8	8,958	7.93	29.88
MARKETS 21-30 TOTAL			12,983,100	2,600,300	60.5	4.99	302.2	99,340	7.65	328.72
MARKETS 1-30 TOTAL			80,861,100	16,141,100	59.9	5.01	300.1	503,463	6.23	1,677.65
PROVDENCE-WAR-PAW	5	123	1,056,900	221,600	59.4	4.77	283.4	4,873	4.61	17.19
COLUMBUS, OH	5	143	1,233,300	245,800	63.0	5.02	316.1	10,345	8.39	32.73
PHOENIX	11	203	1,100,000	218,000	61.5	5.05	310.3	9,220	8.38	29.71
CHARLOTTE	6	128	1,134,100	232,700	60.2	4.87	293.4	9,082	8.01	30.95
MEMPHIS	7	196	1,147,100	225,800	62.1	5.08	315.5	9,333	8.14	29.58
NEW ORLEANS	7	229	1,125,200	228,200	61.6	4.93	303.7	8,585	7.63	28.27
GRNV-SPRTBRG-ASHVL	12	250	1,048,000	208,500	60.4	5.03	303.6 *	4,122	3.93	13.58

* RATE FILE INCOMPLETE; RATES ESTIMATED

TARGET AUDIENCE: WOMEN 18-49 (cont.)

ADI MARKET	# OF STAS	# OF ANCTS	GROSS IMPRESSIONS	NET REACH	REACH RATING	AVG FREQ	GRP'S	:60 COST (ADJ)	CPM IMPR	C/P AVG R P
OKLAHOMA CITY	6	155	894,700	181,400	61.0	4.93	300.9	5,284	5.91	17.56
GRND RPDS-KAL-BAT	9	229	984,200	197,000	59.1	5.00	295.3 *	6,436	6.54	21.79
ORLNDO-DAYTNA BCH	9	253	833,000	167,300	59.8	4.98	297.8 *	9,047	10.86	30.38
MARKETS 31-40 TOTAL			10,556,500	2,126,300	60.9	4.96	302.1	76,327	7.23	252.65
MARKETS 1-40 TOTAL			91,417,600	18,267,400	60.0	5.00	300.4	579,790	6.34	1,930.06
WLKS BARE-SCRNTN	13	244	847,500	166,900	60.0	5.08	304.7 *	5,271	6.22	17.30
RALEIGH-DURHAM	8	209	1,004,200	200,100	60.3	5.02	302.7 *	7,800	7.77	25.77
LOUISVILLE	5	152	931,400	189,700	61.0	4.91	299.5	6,860	7.37	22.90
CHRLSTN-HNTNGTN	19	403	944,800	183,000	60.3	5.16	311.3 *	8,059	8.53	25.89
ALBANY-SCHEN-TROY	5	166	803,000	164,400	60.5	4.88	295.4	6,411	7.98	21.70
DAYTON	7	153	938,100	187,400	60.6	5.01	303.4	7,179	7.65	23.66
HRSBRG-YRK-LNCSTR	8	187	817,100	167,600	58.6	4.88	285.7	4,695	5.75	16.43
NRFLK-PRTMTH-NPT N	10	260	1,039,800	203,900	61.5	5.10	313.6	5,183	4.98	16.53
SALT LAKE CITY	10	270	974,400	191,100	61.4	5.10	313.0	7,325	7.52	23.40
BIRMINGHAM	8	245	849,200	171,100	61.4	4.96	304.7	6,139	7.23	20.15
MARKETS 41-50 TOTAL			9,149,500	1,825,200	60.6	5.01	303.7	64,922	7.10	213.77
MARKETS 1-50 TOTAL			100,567,100	20,092,600	60.1	5.01	300.7	644,712	6.41	2,144.04

TARGET AUDIENCE: WOMEN 25-54

Population: 28,082,000
Drive through housewife time: Mon.-Fri., 6 am-3 pm
Goal: 300 GRP's, 4 wks, 60 reach/5 freq
Spot distribution: equal
Rate adjustment: -15%

ADI MARKET	# OF STAS	# OF ANCTS	GROSS IMPRESSIONS	NET REACH	REACH RATING	AVG FREQ	GRP'S	:60 COST (ADJ)	CPM IMPR	C/P AVG R P
NEW YORK	10	260	11,394,800	2,246,400	60.5	5.07	306.9	52,443	4.60	170.88
LOS ANGELES	12	333	6,521,100	1,276,300	59.5	5.11	304.0	39,800	6.10	130.92
CHICAGO	7	161	4,769,600	960,800	59.0	4.96	292.9	28,178	5.91	96.20
PHILADELPHIA	10	215	4,096,000	817,900	59.5	5.01	298.0	19,352	4.72	64.94
SAN FRANCISCO	10	290	2,968,500	592,200	58.6	5.01	293.7	29,411	9.91	100.14
BOSTON	9	206	3,048,300	605,000	59.6	5.04	300.3	25,410	8.34	84.62
DETROIT	8	215	2,745,800	557,700	58.9	4.92	290.0	15,851	5.77	54.66
WASHINGTON, DC	11	286	2,491,500	495,300	59.4	5.03	298.8	23,321	9.36	78.05
CLEVELAND	12	309	2,342,800	457,300	60.1	5.12	307.9	18,696	7.98	60.72
DALLAS-FT. WORTH	7	143	1,841,800	372,600	58.7	4.94	290.1	12,876	6.99	44.38
GROUP SUBTOTAL			42,220,200	8,381,500	59.6	5.04	300.2	265,338	6.28	883.87
MARKETS 1-10 TOTAL			42,220,200	8,381,500	59.6	5.04	300.2	265,338	6.28	883.87
PITTSBURGH	6	131	1,809,800	376,900	60.1	4.80	288.6	10,505	5.80	36.40
HOUSTON	8	201	1,763,300	355,500	59.0	4.96	292.7	15,969	9.06	54.56
ST. LOUIS	5	127	1,661,200	340,600	61.7	4.88	300.9	10,061	6.06	33.44
MINNPLS-ST. PAUL	5	143	1,442,100	314,800	58.8	4.58	269.4	7,231	5.01	26.84
MIAMI	11	264	1,456,700	284,500	60.4	5.12	309.2	14,770	10.14	47.77
ATLANTA	7	192	1,548,400	316,900	58.4	4.89	285.4	15,532	10.03	54.42
TAMPA-ST. PTRSBRG	9	203	1,024,400	204,500	59.1	5.01	296.0	10,904	10.64	36.84
SEATTLE-TACOMA	10	262	1,383,000	276,700	58.9	5.00	294.4	10,583	7.65	35.95
BALTIMORE	6	137	1,416,900	285,200	61.6	4.97	306.0	10,373	7.32	33.90
INDIANAPOLIS	9	233	1,304,900	259,600	60.0	5.03	301.6	11,671	8.94	38.70
MARKETS 11-20			14,810,700	3,015,200	59.8	4.91	293.7	117,599	7.94	400.41
MARKETS 1-20 TOTAL			57,030,900	11,396,700	59.7	5.00	298.5	382,937	6.71	1,282.87

* RATE FILE INCOMPLETE; RATES ESTIMATED

(Continued)

ADI MARKET	# OF STAS	# OF ANCTS	GROSS IMPRESSIONS	NET REACH	REACH RATING	AVG FREQ	GRP'S		:60 COST (ADJ)	CPM IMPR	C/P AVG R P
TARGET AUDIENCE: WOMEN 25-54 (cont.)											
DENVER	6	160	1,153,500	234,800	58.6	4.91	287.9		9,313	8.07	32.35
PORTLAND, OR	10	262	1,091,100	217,700	59.8	5.01	299.8		10,995	10.08	36.67
HARTFORD-NEW HAVEN	7	171	1,135,700	234,600	59.8	4.84	289.5	*	9,220	8.12	31.85
SACRAMENTO-STCKTN	20	504	1,171,300	228,100	60.0	5.14	308.2	*	13,347	11.40	43.31
MILWAUKEE	7	144	1,064,200	217,900	59.8	4.88	292.1		6,808	6.40	23.31
CINCINNATI	7	163	1,078,800	216,800	60.3	4.98	300.1		10,078	9.34	33.58
KANSAS CITY	5	119	959,400	196,900	58.5	4.87	285.1		7,311	7.62	25.64
SAN DIEGO	10	330	907,900	181,800	58.1	4.99	290.2		14,449	15.91	49.79
BUFFALO	4	79	984,200	204,500	60.7	4.81	292.1		5,799	5.89	19.85
NASHVILLE	13	319	963,400	190,600	59.6	5.05	301.3	*	9,578	9.94	31.79
MARKETS 21-30 TOTAL			10,509,500	2,123,700	59.5	4.95	294.6		96,898	9.22	328.91
MARKETS 1-30 TOTAL			67,540,400	13,520,400	59.6	5.00	297.9		479,835	7.10	1,610.73
PROVDENCE-WAR-PAW	8	162	931,300	189,700	59.4	4.91	291.7	*	5,703	6.12	19.55
COLUMBUS, OH	5	125	896,100	183,500	59.4	4.88	290.0		9,083	10.14	31.32
PHOENIX	10	202	906,700	179,900	60.6	5.04	305.4		10,354	11.42	33.90
CHARLOTTE	8	187	983,500	197,500	60.3	4.98	300.3		10,475	10.65	34.88
MEMPHIS	6	160	855,000	174,800	58.1	4.89	284.1		9,143	10.69	32.18
NEW ORLEANS	8	252	907,500	183,000	60.6	4.96	300.6		11,115	12.25	36.98
GRNV-SPRTBRG-ASHVL	13	225	884,400	176,700	59.2	5.01	296.4	*	3,715	4.20	12.53
OKLAHOMA CITY	6	140	713,000	144,500	60.2	4.93	297.0		5,145	7.22	17.32
GRND RPDS-KAL-BAT	11	247	799,200	159,700	59.9	5.00	299.8	*	7,220	9.03	24.08
ORLNDO-DAYTNA BCH	10	256	731,100	145,100	60.0	5.04	302.2	*	9,561	13.08	31.64
MARKETS 31-40 TOTAL			8,607,800	1,734,400	59.8	4.96	296.6		81,514	9.47	274.83
MARKETS 1-40 TOTAL			76,148,200	15,254,800	59.6	4.99	297.7		561,349	7.37	1,885.62
WLKS BARE-SCRNTN	16	268	762,000	149,700	60.4	5.09	307.5	*	4,744	6.23	15.43
RALEIGH-DURHAM	9	256	792,100	160,100	59.6	4.95	294.9	*	8,108	10.24	27.49
LOUISVILLE	6	173	792,100	159,000	61.0	4.98	304.0		7,585	9.58	24.95
CHRLSTN-HNTNGTN	20	362	792,900	155,000	59.7	5.12	305.3	*	6,797	8.57	22.26
ALBANY-SCHEN-TROY	7	187	694,700	140,500	60.6	4.94	299.7		7,571	10.90	25.26
DAYTON	6	144	771,300	154,800	61.2	4.98	304.9		6,939	9.00	22.76
HRSBRG-YRK-LNCSTR	8	178	703,600	145,100	59.8	4.85	290.0		3,729	5.30	12.86
NRFLK-PRTMTH-NPT N	8	176	840,400	166,200	61.8	5.06	312.4		3,922	4.67	12.55
SALT LAKE CITY	8	234	710,200	142,100	59.9	5.00	299.4		6,864	9.66	22.93
BIRMINGHAM	8	226	672,800	136,900	57.9	4.91	284.5		5,562	8.27	19.55
MARKETS 41-50 TOTAL			7,532,100	1,509,400	60.2	4.99	300.5		61,821	8.21	205.73
MARKETS 1-50 TOTAL			83,680,300	16,764,200	59.7	4.99	298.0		623,170	7.45	2,091.17

* RATE FILE INCOMPLETE; RATES ESTIMATED

THE SUSQUEHANNA STATIONS SERVING OVER 2,000,000* LISTENERS WEEKLY

*Subject to qualification upon request.

WSBA AM/FM Harrisburg/Lancaster/York
WARM Wilkes-Barre/Scranton
WHLO Akron/Canton
WGBB Nassau County, NY
WQBA AM/FM Miami
WKIS Orlando
WLQR Toledo
WLQA Cincinnati
WFMS Indianapolis
KPLX/KLIF Dallas/Fort Worth
WLTA Atlanta.

TARGET AUDIENCE: WOMEN 18+

Population: 54,143,200
Daytime, Mon.-Fri., 6 am-7 pm
Goal: 300 GRP's, 4 wks, 60 reach/5 freq
Spot distribution: equal
Rate adjustment: -15%

ADI MARKET	# OF STAS	# OF ANCTS	GROSS IMPRESSIONS	NET REACH	REACH RATING	AVG FREQ	GRP'S	:60 COST (ADJ)	CPM IMPR	C/P AVG R P
NEW YORK	8	279	21,448,100	4,283,300	59.9	5.01	299.9	54,457	2.54	181.58
LOS ANGELES	10	358	12,085,900	2,394,000	59.9	5.05	302.4	44,788	3.71	148.11
CHICAGO	6	176	9,245,100	1,851,400	60.5	4.99	302.1	32,642	3.53	108.05
PHILADELPHIA	8	236	7,889,900	1,590,400	59.4	4.96	294.7	22,352	2.83	75.85
SAN FRANCISCO	9	402	5,414,200	1,098,900	58.3	4.93	287.2	33,686	6.22	117.29
BOSTON	8	241	6,291,100	1,247,100	60.7	5.04	306.2	31,578	5.02	103.13
DETROIT	7	258	5,084,500	1,035,600	59.6	4.91	292.6	19,784	3.89	67.61
WASHINGTON, DC	11	295	4,609,000	906,700	61.0	5.08	310.1	24,447	5.30	78.84
CLEVELAND	10	347	4,401,000	865,500	59.5	5.08	302.5	22,990	5.22	76.00
DALLAS-FT. WORTH	7	176	3,647,900	735,200	60.6	4.96	300.7	15,643	4.29	52.02
GROUP SUBTOTAL			80,116,700	16,008,100	59.9	5.00	299.9	302,367	3.77	1,008.23
MARKETS 1-10 TOTAL			80,116,700	16,008,100	59.9	5.00	299.9	302,367	3.77	1,008.23
PITTSBURGH	5	150	3,516,100	744,000	59.4	4.73	280.7	12,374	3.52	44.08
HOUSTON	7	212	3,292,500	651,800	61.3	5.05	309.6	17,614	5.35	56.89
ST. LOUIS	5	163	3,033,700	641,900	58.9	4.73	278.4	13,282	4.38	47.71
MINNPLS-ST. PAUL	6	202	3,123,100	664,800	62.9	4.70	295.5	12,395	3.97	41.95
MIAMI	10	251	3,110,900	613,000	60.2	5.07	305.5	13,783	4.43	45.06
ATLANTA	7	244	3,058,600	616,800	61.4	4.96	304.5	19,865	6.49	65.24
TAMPA-ST. PTRSBRG	8	243	2,649,700	537,100	59.2	4.93	292.0	11,731	4.43	40.17
SEATTLE-TACOMA	8	286	2,582,900	517,800	58.6	4.99	292.3	12,958	5.02	44.33
BALTIMORE	5	168	2,487,300	511,400	58.7	4.86	285.5	12,826	5.16	44.92
INDIANAPOLIS	8	250	2,556,900	509,200	61.1	5.02	306.8	12,970	5.07	42.28
MARKETS 11-20			29,411,700	6,007,800	60.2	4.90	294.7	139,781	4.75	474.32
MARKETS 1-20 TOTAL			109,528,400	22,015,900	60.0	4.97	298.5	442,148	4.04	1,481.23
DENVER	6	198	2,126,800	429,800	59.2	4.95	292.9	11,412	5.37	38.96
PORTLAND, OR	8	271	2,078,800	423,100	58.8	4.91	288.9	12,003	5.77	41.55
HARTFORD-NEW HAVEN	6	195	2,283,200	466,600	60.9	4.89	298.0	* 10,764	4.71	36.12
SACRAMENTO-STCKTN	14	499	2,163,800	424,700	60.1	5.09	306.2	15,346	7.09	50.12
MILWAUKEE	5	177	2,069,500	427,500	60.8	4.84	294.3	8,423	4.07	28.62
CINCINNATI	6	159	2,058,800	419,600	59.5	4.90	291.7	9,661	4.70	33.12
KANSAS CITY	5	161	1,889,900	387,300	58.4	4.88	285.0	9,724	5.15	34.12
SAN DIEGO	9	344	1,757,800	353,000	58.6	4.98	291.8	14,266	8.12	48.89
BUFFALO	4	116	1,940,000	401,200	59.8	4.84	288.2	7,778	4.01	26.99
NASHVILLE	10	314	1,871,100	372,800	59.7	5.02	299.6	10,331	5.52	34.48
MARKETS 21-30 TOTAL			20,237,500	4,105,600	59.6	4.93	293.7	109,708	5.42	373.54
MARKETS 1-30 TOTAL			129,765,900	26,121,500	59.9	4.97	297.7	551,856	4.25	1,853.73

* RATE FILE INCOMPLETE; RATES ESTIMATED

(Continued)

TARGET AUDIENCE: WOMEN 18 + (cont.)

ADI MARKET	# OF STAS	# OF ANCTS	GROSS IMPRESSIONS	NET REACH	REACH RATING	AVG FREQ	GRP'S	:60 COST (ADJ)	CPM IMPR	C P AVG R P
PROVDENCE-WAR-PAW	6	174	1,836,300	381,700	59.4	4.81	285.8	6,893	3.75	24.12
COLUMBUS, OH	5	170	1,881,700	377,400	62.8	4.99	313.1	12,255	6.51	39.14
PHOENIX	8	217	1,705,300	344,200	59.9	4.95	296.7	10,338	6.06	34.84
CHARLOTTE	7	214	1,852,000	370,400	61.0	5.00	305.0	13,533	7.31	44.37
MEMPHIS	6	189	1,693,200	345,200	58.1	4.90	285.0	11,368	6.71	39.89
NEW ORLEANS	7	287	1,645,700	336,300	59.5	4.89	291.2	12,277	7.46	42.16
GRNV-SPRTBRG-ASHVL	12	276	1,723,400	344,200	60.2	5.01	301.4 *	5,056	2.93	16.78
OKLAHOMA CITY	5	160	1,463,300	298,900	60.5	4.90	296.2	6,195	4.23	20.91
GRND RPDS-KAL-BAT	10	297	1,827,600	319,500	61.1	5.09	311.3 *	9,503	5.84	30.53
ORLNDO-DAYTNA BCH	9	279	1,529,300	301,200	61.3	5.08	311.3 *	10,909	7.13	35.04
MARKETS 31-40 TOTAL			16,957,800	3,419,000	60.4	4.96	299.4	98,327	5.80	328.41
MARKETS 1-40 TOTAL			146,723,700	29,540,500	60.0	4.97	297.9	650,183	4.43	2,182.55
WLKS BARE-SCRNTN	15	341	1,648,800	320,300	60.6	5.15	311.9 *	6,096	3.70	19.54
RALEIGH-DURHAM	8	269	1,538,200	306,500	60.6	5.02	304.2 *	8,865	5.76	29.14
LOUISVILLE	5	189	1,490,300	303,200	61.5	4.92	302.3	8,462	5.68	27.99
CHRLSTN-HNTNGTN	20	586	1,568,800	301,600	60.3	5.20	313.7 *	9,911	6.32	31.59
ALBANY-SCHEN-TROY	5	214	1,428,100	291,000	60.1	4.91	294.9	9,087	6.36	30.81
DAYTON	5	140	1,405,300	286,900	60.0	4.90	293.9	7,855	5.59	26.73
HRSBRG-YRK-LNCSTR	7	191	1,324,200	278,500	58.2	4.75	276.7	4,042	3.05	14.61
NRFLK-PRTMTH-NPT N	8	268	1,457,700	293,600	59.9	4.96	297.4	6,060	4.16	20.38
SALT LAKE CITY	9	329	1,432,400	283,800	61.4	5.05	309.9	7,703	5.38	24.86
BIRMINGHAM	8	290	1,385,900	281,500	59.8	4.92	294.4	7,625	5.50	25.90
MARKETS 41-50 TOTAL			14,679,700	2,946,900	60.2	4.98	300.1	75,706	5.16	252.27
MARKETS 1-50 TOTAL			161,403,400	32,487,400	60.0	4.97	298.1	725,889	4.50	2,435.05

TARGET AUDIENCE: WOMEN 18-34

Population: 21,046,100
Daytime, Mon.-Fri., 6 am-7 pm
Goal: 300 GRP's, 4 wks, 60 reach/5 freq
Spot distribution: equal
Rate adjustment: -15%

ADI MARKET	# OF STAS	# OF ANCTS	GROSS IMPRESSIONS	NET REACH	REACH RATING	AVG FREQ	GRP'S	60 COST (ADJ)	CPM IMPR	C P AVG R P
NEW YORK	5	175	7,730,500	1,565,700	60.5	4.94	298.7	35,653	4.61	119.36
LOS ANGELES	8	318	4,698,500	945,200	58.8	4.97	291.3	35,046	7.46	120.31
CHICAGO	6	193	3,567,300	728,600	59.7	4.90	292.3	22,236	6.23	76.07
PHILADELPHIA	8	250	3,002,100	600,200	61.6	5.00	308.1	16,844	5.61	54.67
SAN FRANCISCO	7	353	2,386,000	481,600	62.4	4.95	309.1	29,620	12.41	95.83
BOSTON	7	197	2,428,300	482,900	61.6	5.03	309.7	19,315	7.95	62.37
DETROIT	6	252	2,291,900	464,300	64.6	4.94	318.9	17,563	7.66	55.07
WASHINGTON, DC	6	173	1,903,200	396,100	60.2	4.80	289.3	13,031	6.85	45.04
CLEVELAND	4	146	1,540,200	325,500	57.5	4.73	272.1	9,989	6.49	36.71
DALLAS-FT. WORTH	6	198	1,520,800	310,100	61.5	4.90	301.6	11,993	7.89	39.76
GROUP SUBTOTAL			31,068,800	6,300,200	60.8	4.93	298.8	211,290	6.80	707.13
MARKETS 1-10 TOTAL			31,068,800	6,300,200	60.8	4.93	298.8	211,290	6.80	707.13

* RATE FILE INCOMPLETE; RATES ESTIMATED

TARGET AUDIENCE: WOMEN 18-34 (cont.)

ADI MARKET	# OF STAS	# OF ANCTS	GROSS IMPRESSIONS	NET REACH	REACH RATING	AVG FREQ	GRP'S	:60 COST (ADJ)	CPM IMPR	C/P AVG R P
PITTSBURGH	4	136	1,214,500	252,300	58.7	4.81	282.6	9,795	8.07	34.66
HOUSTON	5	198	1,434,500	287,300	61.3	4.99	306.1	15,405	10.74	50.33
ST. LOUIS	5	164	1,224,600	252,400	61.2	4.85	296.9	12,654	10.33	42.62
MINNPLS-ST. PAUL	5	180	1,288,500	269,100	58.4	4.79	279.6	10,812	8.39	38.67
MIAMI	6	166	989,500	198,800	63.2	4.98	314.5	10,320	10.43	32.81
ATLANTA	5	152	1,308,400	273,100	62.2	4.79	298.0	10,451	7.99	35.07
TAMPA-ST. PTRSBRG	5	162	691,400	142,300	59.2	4.86	287.6	10,165	14.70	35.34
SEATTLE-TACOMA	7	259	1,070,600	219,200	59.8	4.88	292.1	9,579	8.95	32.79
BALTIMORE	4	147	999,900	207,000	60.4	4.83	291.8	9,179	9.18	31.46
INDIANAPOLIS	5	188	1,002,900	209,700	61.2	4.78	292.7	8,999	8.97	30.74
MARKETS 11-20			11,224,800	2,311,200	60.5	4.86	294.0	107,359	9.56	365.17
MARKETS 1-20 TOTAL			42,293,600	8,611,400	60.6	4.91	297.5	318,649	7.53	1,071.09
DENVER	5	212	981,600	200,800	61.1	4.89	298.7	10,389	10.58	34.78
PORTLAND, OR	5	211	798,000	168,700	59.8	4.73	282.9	8,609	10.79	30.43
HARTFORD-NEW HAVEN	5	192	830,400	173,600	59.4	4.78	284.2 *	8,356	10.06	29.40
SACRAMENTO-STCKTN	11	462	832,200	167,500	59.7	4.97	296.7	9,647	11.59	32.51
MILWAUKEE	4	158	767,200	164,600	59.2	4.66	275.9	5,670	7.39	20.55
CINCINNATI	5	248	809,500	166,700	61.0	4.86	296.3 *	10,806	13.35	36.47
KANSAS CITY	4	149	763,900	159,100	60.3	4.80	289.6	7,903	10.35	27.29
SAN DIEGO	6	239	749,500	151,300	61.2	4.95	303.1	9,983	13.32	32.94
BUFFALO	3	97	795,000	162,800	67.8	4.88	331.1	6,201	7.80	18.73
NASHVILLE	8	254	722,100	143,600	60.7	5.03	305.2	6,990	9.68	22.90
MARKETS 21-30 TOTAL			8,049,400	1,658,700	60.9	4.85	295.6	84,554	10.50	286.04
MARKETS 1-30 TOTAL			50,343,000	10,270,100	60.6	4.90	297.2	403,203	8.01	1,356.67
PROVDENCE-WAR-PAW	4	138	710,300	148,300	64.4	4.79	308.4	6,025	8.48	19.54
COLUMBUS, OH	3	120	723,400	154,500	60.2	4.68	281.9	8,696	12.02	30.85
PHOENIX	6	175	655,300	134,300	59.8	4.88	291.9	8,452	12.90	28.96
CHARLOTTE	4	118	741,700	152,400	63.1	4.87	307.1	9,100	12.27	29.63
MEMPHIS	4	126	636,400	133,000	57.2	4.78	273.7	6,408	10.07	23.41
NEW ORLEANS	5	214	741,700	154,000	64.8	4.82	312.0	8,097	10.92	25.95
GRNV-SPRTBRG-ASHVL	9	254	616,000	127,600	59.7	4.83	288.3 *	4,008	6.51	13.90
OKLAHOMA CITY	4	124	545,000	116,200	60.6	4.69	284.2	4,095	7.51	14.41
GRND RPDS-KAL-BAT	6	183	598,600	124,900	57.5	4.79	275.5 *	5,238	8.75	19.01
ORLNDO-DAYTNA BCH	5	204	473,100	101,200	60.0	4.67	280.4 *	6,566	13.88	23.42
MARKETS 31-40 TOTAL			6,441,500	1,346,400	60.8	4.78	290.9	66,685	10.35	229.24
MARKETS 1-40 TOTAL.			56,784,500	11,616,500	60.7	4.89	296.5	469,888	8.27	1,584.78
WLKS BARE-SCRNTN	8	215	500,300	99,400	61.3	5.03	308.4 *	4,850	9.69	15.73
RALEIGH-DURHAM	5	170	650,900	133,700	62.1	4.87	302.3 *	5,556	8.54	18.38
LOUISVILLE	3	130	533,500	114,700	58.6	4.65	272.5	5,437	10.19	19.95
CHRLSTN-HNTNGTN	12	391	556,400	110,800	60.0	5.02	301.4 *	7,577	13.62	25.14
ALBANY-SCHEN-TROY	3	156	474,000	100,500	59.9	4.72	282.6	5,539	11.69	19.60
DAYTON	6	191	558,600	115,700	58.9	4.83	284.4	5,732	10.26	20.15
HRSBRG-YRK-LNCSTR	7	219	520,700	106,500	60.3	4.89	294.8	4,509	8.66	15.30
NRFLK-PRTMTH-NPT N	6	299	590,900	121,800	57.6	4.85	279.4	7,544	12.77	27.00
SALT LAKE CITY	8	394	645,800	129,000	61.1	5.01	305.9	8,037	12.45	26.27
BIRMINGHAM	5	191	496,600	106,300	61.9	4.67	289.1	4,887	9.84	16.90
MARKETS 41-50 TOTAL			5,527,700	1,138,400	60.1	4.86	292.0	59,668	10.79	204.34
MARKETS 1-50 TOTAL			62,312,200	12,754,900	60.6	4.89	296.1	529,556	8.50	1,788.44

* RATE FILE INCOMPLETE; RATES ESTIMATED

TARGET AUDIENCE: WOMEN 18-49

Population: 33,447,400
Daytime, Mon.-Fri., 6 am-7 pm
Goal: 300 GRP's, 4 wks, 60 reach/5 freq
Spot distribution: equal
Rate adjustment: -15%

ADI MARKET	# OF STAS	# OF ANCTS	GROSS IMPRESSIONS	NET REACH	REACH RATING	AVG FREQ	GRP'S	60 COST (ADJ)	CPM IMPR	C P AVG R P
NEW YORK	7	269	13,155,200	2,611,100	61.4	5.04	309.3	56,060	4.26	181.25
LOS ANGELES	11	421	8,088,300	1,566,000	61.4	5.16	317.1	49,208	6.08	155.18
CHICAGO	7	216	5,822,000	1,163,200	60.3	5.01	301.8	37,993	6.53	125.89
PHILADELPHIA	9	264	4,700,900	943,400	59.0	4.98	294.0	22,134	4.71	75.29
SAN FRANCISCO	9	406	3,490,700	711,300	59.0	4.91	289.5	33,249	9.53	114.85
BOSTON	6	189	3,551,800	724,600	59.0	4.90	289.2	26,085	7.34	90.20
DETROIT	6	224	3,278,500	678,300	59.4	4.83	287.1	18,238	5.56	63.52
WASHINGTON, DC	8	282	3,078,000	620,100	60.9	4.96	302.3	21,383	6.95	70.73
CLEVELAND	8	278	2,825,400	556,200	61.3	5.08	311.4	20,124	7.12	64.62
DALLAS-FT. WORTH	7	226	2,431,300	483,200	62.3	5.03	313.5	18,165	7.47	57.94
GROUP SUBTOTAL			50,422,100	10,057,400	60.6	5.01	303.6	302,639	6.00	996.83
MARKETS 1-10 TOTAL			50,422,100	10,057,400	60.6	5.01	303.6	302,639	6.00	996.83
PITTSBURGH	4	128	1,986,200	420,200	58.2	4.73	275.1	11,145	5.61	40.51
HOUSTON	6	211	2,188,500	438,300	60.0	4.99	299.6	17,086	7.81	57.03
ST. LOUIS	6	171	1,907,500	396,100	60.1	4.82	289.4	12,222	6.41	42.23
MINNPLS-ST. PAUL	5	159	1,977,000	412,700	60.4	4.79	289.4	12,247	6.19	42.32
MIAMI	7	205	1,535,000	312,700	58.9	4.91	289.1	11,863	7.73	41.03
ATLANTA	6	194	1,962,200	404,000	60.6	4.86	294.3	15,143	7.72	51.45
TAMPA-ST. PTRSBRG	7	228	1,151,300	234,600	59.1	4.91	290.1	12,679	11.01	43.71
SEATTLE-TACOMA	9	310	1,720,000	343,400	60.6	5.01	303.5	13,231	7.69	43.59
BALTIMORE	5	177	1,559,900	321,300	58.4	4.85	283.6	11,910	7.64	42.00
INDIANAPOLIS	6	177	1,500,200	311,200	58.6	4.82	282.5	10,059	6.71	35.61
MARKETS 11-20			17,487,800	3,594,500	59.5	4.87	289.7	127,585	7.30	440.40
MARKETS 1-20 TOTAL			67,909,900	13,651,900	60.3	4.97	299.9	430,224	6.34	1,434.56
DENVER	6	236	1,517,200	305,400	61.0	4.97	303.0	12,680	8.36	41.85
PORTLAND, OR	8	303	1,329,700	268,700	61.3	4.95	303.3	12,891	9.69	42.50
HARTFORD-NEW HAVEN	5	171	1,316,600	272,800	58.7	4.83	283.3	* 10,725	8.15	37.86
SACRAMENTO-STCKTN	12	431	1,358,100	269,200	59.7	5.04	301.1	13,071	9.62	43.41
MILWAUKEE	5	186	1,423,600	285,700	65.0	4.98	323.9	8,999	6.32	27.78
CINCINNATI	5	147	1,185,600	248,400	57.2	4.77	273.0	9,147	7.72	33.51
KANSAS CITY	5	164	1,252,600	252,900	61.6	4.95	305.1	9,873	7.88	32.36
SAN DIEGO	8	317	1,174,900	233,600	60.6	5.03	304.8	13,329	11.34	43.73
BUFFALO	3	94	1,120,800	239,600	60.8	4.68	284.4	6,042	5.39	21.24
NASHVILLE	9	281	1,154,900	228,500	60.6	5.05	306.3	9,590	8.30	31.31
MARKETS 21-30 TOTAL			12,834,000	2,604,800	60.6	4.93	298.8	106,347	8.29	355.91
MARKETS 1-30 TOTAL			80,743,900	16,256,700	60.3	4.97	299.7	536,571	6.65	1,790.36
PROVDENCE-WAR-PAW	4	126	1,005,000	217,100	58.2	4.63	269.4	5,326	5.30	19.77
COLUMBUS, OH	4	137	1,228,300	248,500	63.7	4.94	314.9	9,903	8.06	31.45
PHOENIX	8	197	1,029,100	208,400	58.8	4.94	290.3	9,475	9.21	32.64
CHARLOTTE	4	112	1,060,200	224,600	58.1	4.72	274.3	8,876	8.37	32.36
MEMPHIS	5	177	1,019,400	209,400	57.6	4.87	280.4	10,101	9.91	36.02
NEW ORLEANS	5	217	980,800	212,700	57.4	4.61	264.7	8,065	8.22	30.47

* RATE FILE INCOMPLETE: RATES ESTIMATED

TARGET AUDIENCE: WOMEN 18-49 (cont.)

ADI MARKET	# OF STAS	# OF ANCTS	GROSS IMPRESSIONS	NET REACH	REACH RATING	AVG FREQ	GRP'S	:60 COST (ADJ)	CPM IMPR	C/P AVG R P
GRNV-SPRTBRG-ASHVL	10	228	1,014,000	206,400	59.8	4.91	293.7	4,030	3.97	13.72
OKLAHOMA CITY	5	168	873,000	180,200	60.6	4.84	293.6	5,349	6.13	18.22
GRND RPDS-KAL-BAT	8	244	999,000	200,300	60.1	4.99	299.7 *	7,642	7.65	25.50
ORLNDO-DAYTNA BCH	7	227	815,100	167,300	59.8	4.87	291.4 *	7,906	9.70	27.13
MARKETS 31-40 TOTAL			10,023,900	2,074,900	59.4	4.83	286.9	76,673	7.65	267.25
MARKETS 1-40 TOTAL			90,767,800	18,331,600	60.2	4.95	298.2	613,244	6.76	2,056.49
WLKS BARE-SCRNTN	11	276	866,600	169,600	61.0	5.11	311.6 *	5,806	6.70	18.63
RALEIGH-DURHAM	6	202	983,400	199,700	60.2	4.92	296.4 *	8,666	8.81	29.24
LOUISVILLE	4	160	908,800	188,200	60.5	4.83	292.2	7,375	8.12	25.24
CHRLSTN-HNTNGTN	13	402	933,600	182,700	60.2	5.11	307.6 *	9,538	10.22	31.01
ALBANY-SCHEN-TROY	4	183	802,700	165,300	60.8	4.86	295.3	7,876	9.81	26.87
DAYTON	5	144	909,700	185,800	60.1	4.90	294.2	8,168	8.98	27.76
HRSBRG-YRK-LNCSTR	7	196	826,900	171,600	60.0	4.82	289.1	4,155	5.02	14.37
NRFLK-PRTMTH-NPT N	8	248	1,003,000	200,900	60.6	4.99	302.5	5,726	5.71	18.93
SALT LAKE CITY	8	324	901,800	181,800	58.4	4.96	289.7	7,204	7.99	24.87
BIRMINGHAM	6	218	789,300	165,000	59.2	4.78	283.2	5,647	7.15	19.94
MARKETS 41-50 TOTAL			8,925,800	1,810,600	60.1	4.93	296.3	70,161	7.86	236.79
MARKETS 1-50 TOTAL			99,693,600	20,142,200	60.2	4.95	298.1	683,405	6.86	2,292.54

TARGET AUDIENCE: WOMEN 25-54

Population: 28,082,000
Daytime, Mon.-Fri., 6 am-7 pm
Goal: 300 GRP's, 4 wks, 60 reach/5 freq
Spot distribution: equal
Rate adjustment: -15%

ADI MARKET	# OF STAS	# OF ANCTS	GROSS IMPRESSIONS	NET REACH	REACH RATING	AVG FREQ	GRP'S	:60 COST (ADJ)	CPM IMPR	C/P AVG R P
NEW YORK	8	288	10,659,000	2,161,000	58.2	4.93	287.1	56,334	5.29	196.22
LOS ANGELES	10	354	6,363,000	1,269,800	59.2	5.01	296.6	44,498	6.99	150.03
CHICAGO	6	175	4,917,400	983,600	60.4	5.00	302.0	33,634	6.84	111.37
PHILADELPHIA	6	224	4,198,500	834,400	60.7	5.03	305.4	21,667	5.16	70.95
SAN FRANCISCO	9	328	3,032,600	605,300	59.9	5.01	300.1	33,342	10.99	111.10
BOSTON	7	198	2,942,000	596,900	58.8	4.93	289.8	26,659	9.06	91.99
DETROIT	7	235	2,822,100	573,800	60.6	4.92	298.0	18,598	6.59	62.41
WASHINGTON, DC	11	299	2,547,300	509,500	61.1	5.00	305.5	24,096	9.46	78.87
CLEVELAND	10	321	2,346,500	461,100	60.6	5.09	308.4	20,541	8.75	66.61
DALLAS-FT. WORTH	6	153	1,806,800	370,100	58.3	4.88	284.6	13,842	7.66	48.64
GROUP SUBTOTAL			41,635,200	8,365,500	59.5	4.98	296.1	293,211	7.04	990.24
MARKETS 1-10 TOTAL			41,635,200	8,365,500	59.5	4.98	296.1	293,211	7.04	990.24
PITTSBURGH	5	126	1,830,300	383,800	61.2	4.77	291.8	9,613	5.25	32.94
HOUSTON	7	229	1,815,900	360,900	59.9	5.03	301.4	18,797	10.35	62.37
ST. LOUIS	4	122	1,484,000	321,900	58.3	4.61	268.8	8,868	5.98	32.99
MINNPLS-ST. PAUL	4	151	1,378,200	308,300	57.6	4.47	257.5	7,579	5.50	29.43
MIAMI	9	223	1,452,500	285,500	60.6	5.09	308.3	13,942	9.60	45.22
ATLANTA	6	202	1,544,800	319,000	58.8	4.84	284.7	17,504	11.33	61.48
TAMPA-ST. PTRSBRG	8	227	989,700	201,100	58.1	4.92	286.0	12,434	12.56	43.48
SEATTLE-TACOMA	9	313	1,434,700	284,200	60.5	5.05	305.4	12,262	8.55	40.15
BALTIMORE	5	139	1,393,200	281,500	60.8	4.95	300.9	11,016	7.91	36.61
INDIANAPOLIS	7	208	1,260,600	256,200	59.2	4.92	291.3	11,495	9.12	39.46
MARKETS 11-20			14,583,900	3,002,400	59.5	4.86	289.2	123,510	8.47	427.07
MARKETS 1-20 TOTAL			56,219,100	11,367,900	59.5	4.95	294.3	416,721	7.41	1,415.97

* RATE FILE INCOMPLETE; RATES ESTIMATED

(Continued)

TARGET AUDIENCE: WOMEN 25-54 (cont.)

ADI MARKET	# OF STAS	# OF ANCTS	GROSS IMPRESSIONS	NET REACH	REACH RATING	AVG FREQ	GRP'S	:60 COST (ADJ)	CPM IMPR	C/P AVG R P
DENVER	5	162	1,139,000	234,400	58.5	4.86	284.3	10,886	9.56	38.29
PORTLAND, OR	7	208	1,064,700	215,900	59.3	4.93	292.5	10,816	10.16	36.98
HARTFORD-NEW HAVEN	6	198	1,213,500	246,000	62.7	4.93	309.3 *	11,708	9.65	37.85
SACRAMENTO-STCKTN	15	521	1,172,800	230,000	60.5	5.10	308.6	14,974	12.77	48.52
MILWAUKEE	5	157	1,029,600	215,300	59.1	4.78	282.6	7,887	7.66	27.91
CINCINNATI	6	164	1,075,800	220,000	61.2	4.89	299.2	10,288	9.56	34.39
KANSAS CITY	5	146	1,046,900	209,300	62.2	5.00	311.1	8,848	8.45	28.44
SAN DIEGO	9	387	907,200	183,400	58.6	4.95	289.9	17,099	18.85	58.98
BUFFALO	3	80	907,600	194,700	57.8	4.66	269.4	6,125	6.75	22.74
NASHVILLE	10	322	984,500	194,400	60.8	5.06	307.8 *	9,941	10.10	32.30
MARKETS 21-30 TOTAL			10,541,600	2,143,400	60.1	4.92	295.5	108,572	10.30	367.42
MARKETS 1-30 TOTAL			66,760,700	13,511,300	59.6	4.94	294.5	525,293	7.87	1,783.68
PROVDENCE-WAR-PAW	7	191	879,600	185,200	58.0	4.75	275.5 *	6,827	7.76	24.78
COLUMBUS, OH	4	114	893,400	184,800	59.8	4.83	289.1	8,729	9.77	30.19
PHOENIX	8	233	892,800	179,600	60.5	4.97	300.7	11,205	12.55	37.26
CHARLOTTE	6	154	963,200	197,200	60.2	4.88	294.1	10,895	11.31	37.05
MEMPHIS	5	162	859,400	176,000	58.5	4.88	285.6	10,163	11.83	35.58
NEW ORLEANS	6	246	829,500	173,900	57.6	4.77	274.8	9,066	10.93	32.99
GRNV-SPRTBRG-ASHVL	11	233	874,400	177,000	59.3	4.94	293.0 *	3,749	4.29	12.80
OKLAHOMA CITY	5	163	719,100	145,300	60.5	4.95	299.5	6,265	8.71	20.92
GRND RPDS-KAL-BAT	9	241	769,400	156,200	58.6	4.93	288.6 *	6,193	8.05	21.46
ORLNDO-DAYTNA BCH	8	254	708,800	143,000	59.1	4.96	293.0 *	10,067	14.20	34.36
MARKETS 31-40 TOTAL			8,389,600	1,718,200	59.2	4.88	289.0	83,159	9.91	287.75
MARKETS 1-40 TOTAL			75,150,300	15,229,500	59.5	4.93	293.8	608,452	8.10	2,070.97
WLKS BARE-SCRNTN	14	324	775,000	151,200	61.0	5.13	312.8 *	6,168	7.96	19.72
RALEIGH-DURHAM	7	242	808,900	163,300	60.8	4.95	301.2 *	8,982	11.10	29.82
LOUISVILLE	5	173	772,200	157,100	60.3	4.92	296.3	7,943	10.29	26.81
CHRLSTN-HNTNGTN	16	395	802,000	156,300	60.2	5.13	308.8 *	7,030	8.77	22.77
ALBANY-SCHEN-TROY	5	197	664,500	137,000	59.1	4.85	286.7	8,367	12.59	29.18
DAYTON	4	120	717,300	149,800	59.2	4.79	283.5	7,146	9.96	25.21
HRSBRG-YRK-LNCSTR	7	204	722,400	149,900	61.8	4.82	297.8	4,236	5.86	14.22
NRFLK-PRTMTH-NPT N	6	160	781,600	160,300	59.6	4.88	290.6	4,451	5.69	15.32
SALT LAKE CITY	7	259	733,700	146,600	61.8	5.00	309.3	8,164	11.13	26.40
BIRMINGHAM	7	228	666,200	137,600	58.2	4.84	281.7	5,879	8.82	20.87
MARKETS 41-50 TOTAL			7,443,800	1,509,100	60.2	4.93	297.0	68,366	9.18	230.19
MARKETS 1-50 TOTAL			82,594,100	16,738,600	59.6	4.93	294.1	676,818	8.19	2,301.32

* RATE FILE INCOMPLETE; RATES ESTIMATED

THE SUSQUEHANNA STATIONS SERVING OVER 2,000,000* LISTENERS WEEKLY

*Subject to qualification upon request.

WSBA AM/FM Harrisburg/Lancaster/York
WARM Wilkes-Barre/Scranton
WHLO Akron/Canton
WGBB Nassau County, NY
WQBA AM/FM Miami
WKIS Orlando
WLQR Toledo
WLQA Cincinnati
WFMS Indianapolis
KPLX/KLIF Dallas/Fort Worth
WLTA Atlanta.

TARGET AUDIENCE: TEENS

Population: 15,728,700
Teentime, Mon.-Fri., 3 pm-Midnight, Sat.-Sun., 10 am-7 pm
Goal: 300 GRP's, 4 wks, 60 reach/5 freq
Spot distribution†: Mon.-Fri. 3-7—40%; 7-Mid.—40%; Sat.—10%; Sun.—10%
Rate adjustment: -15%

ADI MARKET	# OF STAS	# OF ANCTS	GROSS IMPRESSIONS	NET REACH	REACH RATING	AVG FREQ	GRP'S		60 COST (ADJ)	CPM IMPR	C P AVG R P
NEW YORK	4	206	5,359,600	1,114,700	58.4	4.81	280.8		42,113	7.86	149.98
LOS ANGELES	7	355	3,268,700	666,200	58.2	4.91	285.6		43,859	13.42	153.57
CHICAGO	5	204	2,771,700	569,300	60.2	4.87	293.1		22,375	8.07	76.34
PHILADELPHIA	10	568	2,224,400	447,400	59.4	4.97	295.3	*	41,488	18.65	140.49
SAN FRANCISCO	7	418	1,498,900	305,900	60.2	4.90	294.9		28,210	18.82	95.66
BOSTON	7	298	1,766,000	358,300	61.3	4.93	302.1	*	37,439	21.20	123.93
DETROIT	4	237	1,545,600	323,800	58.1	4.77	277.3		22,472	14.54	81.04
WASHINGTON, DC	7	316	1,252,000	261,800	59.2	4.78	283.1		19,254	15.38	68.01
CLEVELAND	8	401	1,300,600	260,500	59.6	4.99	297.6	*	26,398	20.30	88.70
DALLAS-FT. WORTH	6	300	955,400	198,900	59.0	4.80	283.3		19,039	19.93	67.20
GROUP SUBTOTAL			21,942,900	4,506,800	59.2	4.87	288.0		302,647	13.79	1,050.86
MARKETS 1-10 TOTAL			21,942,900	4,506,800	59.2	4.87	288.0		302,647	13.79	1,050.86
PITTSBURGH	4	194	1,070,500	219,600	61.8	4.87	301.3		16,719	15.62	55.49
HOUSTON	4	206	959,000	200,900	59.6	4.77	284.5		16,344	17.04	57.45
ST. LOUIS	7	307	1,026,100	207,900	61.2	4.94	302.1		21,632	21.08	71.61
MINNPLS-ST. PAUL	6	190	980,800	207,200	62.2	4.73	294.4		16,892	17.22	57.38
MIAMI	5	299	611,900	133,800	58.5	4.57	267.4		16,383	26.77	61.27
ATLANTA	8	374	852,100	176,200	60.1	4.84	290.7	*	20,686	24.28	71.16
TAMPA-ST. PTRSBRG	3	120	508,400	109,800	57.2	4.63	264.8		7,689	15.12	29.04
SEATTLE-TACOMA	5	262	726,700	153,100	58.3	4.75	276.7		10,021	13.79	36.22
BALTIMORE	8	377	817,600	162,500	61.3	5.03	308.4		15,553	19.02	50.43
INDIANAPOLIS	6	281	732,000	154,200	60.8	4.75	288.6		8,901	12.16	30.84
MARKETS 11-20			8,285,100	1,725,200	60.3	4.80	289.6		150,820	18.20	520.79
MARKETS 1-20 TOTAL			30,228,000	6,232,000	59.5	4.85	288.5		453,467	15.00	1,571.81
DENVER	4	196	671,400	137,600	63.7	4.88	310.8		8,326	12.40	26.79
PORTLAND, OR	5	265	622,600	129,700	62.0	4.80	297.6		10,138	16.28	34.07
HARTFORD-NEW HAVEN	5	280	607,900	127,400	59.4	4.77	283.4		15,564	25.60	54.92
SACRAMENTO-STCKTN	9	464	629,100	135,200	59.7	4.65	277.7		8,942	14.21	32.20
MILWAUKEE	6	217	666,900	136,900	62.9	4.87	306.5	*	9,636	14.45	31.44
CINCINNATI	8	422	591,600	126,100	59.5	4.69	279.2	*	25,198	42.59	90.25
KANSAS CITY	4	239	549,500	114,100	61.4	4.82	295.6		12,334	22.45	41.73
SAN DIEGO	6	319	566,400	112,900	63.2	5.02	317.0		12,675	22.38	39.98
BUFFALO	4	183	643,600	133,800	62.3	4.81	299.8		10,891	16.92	36.33
NASHVILLE	10	576	535,300	107,300	60.0	4.99	299.2	*	17,751	33.16	59.33
MARKETS 21-30 TOTAL			6,084,300	1,261,000	61.4	4.82	296.2		131,455	21.61	443.80
MARKETS 1-30 TOTAL			36,312,300	7,493,000	59.8	4.85	289.7		584,922	16.11	2,019.06

* RATE FILE INCOMPLETE; RATES ESTIMATED

(Continued)

TARGET AUDIENCE: TEENS (cont.)

ADI MARKET	# OF STAS	# OF ANCTS	GROSS IMPRESSIONS	NET REACH	REACH RATING	AVG FREQ	GRP'S	60 COST (ADJ)	CPM IMPR	C P AVG R P
PROVDENCE-WAR-PAW	3	150	456,000	103,800	58.1	4.39	255.3	5,503	12.07	21.56
COLUMBUS, OH	4	191	510,500	107,900	62.2	4.73	294.2	10,383	20.34	35.29
PHOENIX	5	214	511,500	107,800	58.1	4.74	275.7	4,714	9.22	17.10
CHARLOTTE	4	159	512,300	106,800	60.8	4.80	291.7	11,126	21.72	38.14
MEMPHIS	3	158	548,000	119,500	58.6	4.59	268.8	9,046	16.51	33.65
NEW ORLEANS	5	254	561,700	119,600	62.9	4.70	295.5	9,364	16.67	31.69
GRNV-SPRTBRG-ASHVL	25	1,300	476,700	93,600	59.9	5.09	305.2 *	16,817	35.28	55.10
OKLAHOMA CITY	3	149	378,800	81,600	59.4	4.64	275.7	5,632	14.87	20.43
GRND RPDS-KAL-BAT	7	341	469,900	99,800	58.9	4.71	277.2 *	6,357	13.53	22.93
ORLNDO-DAYTNA BCH	5	238	414,400	87,700	60.7	4.73	287.0 *	7,494	18.08	26.11
MARKETS 31-40 TOTAL			4,839,800	1,028,100	59.9	4.71	282.2	86,436	17.86	306.29
MARKETS 1-40 TOTAL			41,152,100	8,521,100	59.8	4.83	288.8	671,358	16.31	2,324.65
WLKS BARE-SCRNTN	21	1,207	399,500	78,200	59.8	5.11	305.7 *	12,383	31.00	40.51
RALEIGH-DURHAM	11	675	463,700	91,900	59.8	5.05	301.7 *	14,270	30.77	47.30
LOUISVILLE	3	137	410,600	89,000	57.0	4.61	263.0	5,775	14.06	21.96
CHRLSTN-HNTNGTN	25	843	429,000	87,100	55.8	4.93	274.8 *	15,568	36.29	56.65
ALBANY-SCHEN-TROY	3	145	385,000	82,500	59.1	4.67	275.8	4,589	11.92	16.64
DAYTON	9	395	443,600	88,100	60.7	5.04	305.5 *	18,263	41.17	59.78
HRSBRG-YRK-LNCSTR	9	401	401,700	82,200	59.9	4.89	292.6	8,378	20.86	28.63
NRFLK-PRTMTH-NPT N	6	268	465,600	94,200	60.7	4.94	300.0	7,095	15.24	23.65
SALT LAKE CITY	8	358	487,700	99,200	60.0	4.92	294.9	6,610	13.55	22.41
BIRMINGHAM	5	192	407,600	88,700	62.7	4.60	288.1	4,656	11.42	16.16
MARKETS 41-50 TOTAL			4,294,000	881,100	59.5	4.87	290.0	97,587	22.73	336.51
MARKETS 1-50 TOTAL			45,446,100	9,402,200	59.8	4.83	288.9	768,945	16.92	2,661.63

* RATE FILE INCOMPLETE; RATES ESTIMATED

SECTION 7

RADIO NETWORKS

Although spot radio attracts the bulk of radio advertising volume, the network concept is still basic when planning use of the medium. This section is devoted to guidelines for planners interested in combination station buys.

In addition to the wired nets, we present here listings for the rep networks (non-wired) and the state nets (wired and non-wired, including regional and farm) showing address, telephone, national rep and the principal net contact.

RADAR data for the wired nets show demographics of audience composition for various time periods. Figures show average quarter hour and cume listing.

WIRED NETWORKS

QUICK FACTS ABOUT THE WIRED RADIO NETWORKS

American Contemporary Network
American Entertainment Network
American FM Network
American Information Network
New York 10019
1330 Ave. of the Americas
(212) 887-7777
Lou Sevarine, Art Sulzburgh, Tom Plant
Chicago 60602
360 N. Michigan Ave.
(312) 263-0800
Bob Watson
Los Angeles (Hollywood 90027)
4151 Prospect Ave.
(213) 663-3311
Frank Boehm
Detroit (Southfield, MI 48075)
20777 W. 10 Mile Rd.
(313) 444-1111
Joe Kelley
Number of affiliates—
Contemporary: 422
Entertainment: 493
FM: 195
Information: 593

CBS Drama Radio Network
New York 10019
51 W. 52nd St.
(212) 975-6141
Jim Joyella, Dick Macaluso, Gregg Lincoln
Chicago 60611
630 N. McClurg St.
(312) 944-6000
Bob Schroeder
Detroit 48202
1910 Fisher Bldg.
(313) 872-5500
Dick Charlton
Los Angeles 90028
6121 Sunset Blvd.
(213) 469-1212
Larry Storch
Number of affiliates: 225
Broadcast schedule: 5 nights a week, 40 minutes
Rates: :60—$1,800; :30—$750

CBS Radio Network
New York 10019
51 W. 52nd St.
(212) 975-6141
Jim Joyella, Dick Macaluso, Gregg Lincoln
Chicago 60611
630 N. McClurg St.
(312) 944-6000
Bob Schroeder
Detroit 48202
1910 Fisher Bldg.
(313) 872-5500
Dick Charlton
Los Angeles 90028
6121 Sunset Blvd.
(213) 469-1212
Larry Storch

Number of affiliates: 315
Broadcast hours: all day
Rates: 6am-7pm, M-F
:60—$3,000; :30—$1,500

News broadcasts: on the hour
Target audience: 18-54
Programing: news, information, sports

Featured personalities: Walter Cronkite, Doug Edwards, Dan Rather, Mike Wallace, Charles Osgood, Harry Reasoner, Reid Collins. Sports: Pat Summerall, Brent Musburger Jim Kelly, Win Elliot, Ron Weber, Jack Buck, Hank Strom, Curt Gowdy, Vin Scully.

Sports features: Cotton Bowl, Sun Bowl, Senior Bowl, Masters Golf, Triple Crown of Racing, U.S. Open Tennis, American and National League Playoffs, World Series, All Star Game, NFL football (36 games including Pro Bowl, Super Bowl), Olympics, Pan American Games, NCAA and AAU meets.

Mutual Broadcasting System
Arlington, VA 22202
1755 S. Jefferson Davis Hwy.
(703) 685-2000
Martin Rubenstein, Jack Clements, Tom O'Brien
New York 10019
888 Seventh Ave.
(212) 977-2780
Michael Penzell, William E. Cosher
Detroit 48034
27777 Franklin Rd.
(313) 354-4270
Joseph Hildebrand
Chicago 60611
435 N. Michigan Ave.
(312) 467-9790
George Rogers
Los Angeles 90067
1900 Ave. of the Stars
(213) 277-7700
Tony Welch
Dallas 75204
4141 Office Pkwy.
(214) 827-2800
John Butler
Number of affiliates: 950
Target audience: 18-54
Broadcast hours: 24 hrs. every day
News broadcasts: on the hour, half hour
Sports broadcasts; five per day in each time zone
Rates: available on request
Features and personalities: Larry King—Midnight-5:30am, Mon.-Sat.
Jamboree U.S.A.—10:05pm, Fri.; Mutual Radio Theatre, Mon.-Fri.
Mini-features: Curt Gowdy, sports; John Ehrlichman—The View from Here; Ask Jack Anderson and Jack Anderson Commentary; Elmer Dapron's Grocery List; St. John's Journal; Stargazing; One man's Opinion; Assignment Hollywood; Capitol

QUICK FACTS—WIRED NETWORKS (cont.)

Assignment; Dollars and Good Sense.
Public affairs: Reporters Roundup; Public Policy Forum.

Sports: Football—exclusives on Dallas Cowboys, Notre Dame; Southwest Conference: Major Bowl Games; Hall of Fame; NFL games.
Basketball—Notre Dame, NBA playoffs; Southwest Conference.
Major Golf and tennis tournaments. Automobile and horse races.
Full coverage of the 1980 Winter and Summer Olympics.

NBC Radio Network
New York 10020
30 Rockefeller Plaza
(212) 664-4251
John Patt
Chicago 60654
Merchandise Mart
(312) 861-8253
Neal Weed
Detroit (Troy, MI 48084)
2855 Coolidge Rd.
(313) 643-0050
Al Liebrecht
Los Angeles (Burbank 91523)
3000 W. Alameda
(213) 845-7000
Warren Maus

Number of affiliates: 287
Broadcast hours: all day
News broadcasts: on the hour
Target audience: primarily 18-54
Programing: MOR
Featured personalities: Gene Shalit, Ed Newman, Joyce Brothers, Brinkley/Chancellor, Joe Garagiola.
Weekend programing: primarily sports—7 on Sat., 7 on Sun.
Sports features: Rose Bowl, Fiesta Bowl, Olympics, NCAA Basketball.

National Black Network
New York 10019
1350 Ave. of the Americas
(212) 586-0610
George R. Edwards
Chicago 60611
625 N. Michigan Ave.
(312) 944-2624 or (212) 586-0610

Number of affiliates: 92 serving 97 markets
Broadcast hours: 6am-Midnight—Mon.-Fri.; abbreviated schedule on weekends
Rates: :60--$775; :30—$500
News broadcasts: 5 minutes on the hour
Sports broadcasts: 8 a day
Programs and personalities: Commentary—Five 2-min. segments weekly by Roy Wood. Weekends: Action Woman with Merri Dee, Black Issues and Black Press.

RKO Radio Network
New York 10018
1440 Broadway
(212) 575-6100
Kevin Lyons
Chicago 60601
111 E. Wacker
(312) 565-4021
Vance Harrison
Los Angeles 90036
5900 Wilshire Blvd.
(213) 934-0442
Jo Anne Adams
Detroit
Joe Hildebrand
Address/phone—to be announced

Number of affiliates: as of 12/1/79—50; final target—250
Broadcast hours: as of 2/1/80—24 hrs.
News broadcasts: hourly on the half-hour; morning drive—on the hour and half-hour
"Lifesound" features: 90-sec. features fed at 15 min. past the hour from 11:15 to 4:15
Music Specials: six times a year, 2-hour, exclusive stereo-produced specials
Target audience: 18-49
Programing: news, features, music specials

Sheridan Broadcasting Network (formerly Mutual Black Network)
Arlington, VA 22202
1745 S. Jefferson Davis Hwy.
(703) 685-2146
Skip Finley
New York 10019
888 Seventh Ave.
(212) 977-2796
William Reed
Chicago 60611
435 N. Michigan Ave.
(312) 467-9794
Thaddeus E. Hill

Number of affiliates: 84 serving 86 markets
Broadcast hours: 6:50am-10:50pm
Rates: 60—$800; :30—$450
News broadcasts: 10 minutes of the hour—17 Mon.-Fri., 12 Sat., 5 Sun.
Sports broadcasts: Ed Thompson—four times daily.
Programs and personalities: Dear Dr. Mitchell with Claude W. Mitchell, 3:30 min.; Commentary in Black with James Rowe 4:40 min. (Mon.-Fri.); Martin Luther King Speaks 20:25 min. (Tues. and (Sun.)

REP-SPONSORED NETWORKS

Blair Represented Network
Atlanta 30308
600 W. Peachtree St., N.E.
(404) 881-1145
William White
Boston 02116
535 Boylston St.
(617) 536-6230
Mike Horn
Chicago 60611
645 N. Michigan Ave.
(312) 787-2300
Van Harrison
Dallas 75219
3141 Hood St.
(214) 522-5280
Frank Carter
Detroit 48202
1811 Fisher Bldg.
(313) 871-3066
John Moss
Los Angeles 90036
5670 Wilshire Blvd.
(213) 937-4620
Fran Wilkinson
Minneapolis 55402
510 Marquette Ave.
(612) 339-8894
Brian Robinson
New York 10022
717 Fifth Ave.
(212) 752-0400
Bob Lobdell
Philadelphia 19102
Three Girard Plaza
(215) 568-0290
Jack Welford
Portland, OR 97201
1501 S.W. Jefferson St.
(503) 226-5007
Tom Leslie
St. Louis 63102
10 Broadway
(314) 421-5262
Tom Cinquina
San Francisco 94108
650 California St.
(415) 434-3272
Bob Ferraro
Seattle 98124
Box 24525
(206) 223-5224
Ralph Heyward

Buckley Marketing Services Network
New York 10022
485 Madison Ave.
(212) 832-0404
Thomas J. O'Dea
Atlanta 30309
1819 Peachtree Rd., N.E.
(404) 352-1287
Dick Rawlins
Boston 02116
115 Newbury St.
(617) 266-9176
Ronald Wayland
Chicago 60611
520 N. Michigan Ave.
(312) 644-4530
Robert Lurito
Dallas 75205
5327 N. Central Expwy.
(214) 528-1315
Lee Bell
Detroit 48202
818 Fisher Bldg.
(313) 871-1030
Roger Hornung
Los Angeles 90028
6255 Sunset Blvd.
(213) 461-3313
Jack Kabateck
Philadelphia 19102
1420 Walnut St.
(215) 546-5045
Andrew Goldblatt
San Francisco 94105
625 Market St.
(415) 543-1092
Lloyd McGovern
St. Louis 63102
10 Broadway
(314) 621-6040
Kay Lausa

Gert Bunchez & Associates Group
St. Louis 63105
7730 Carondelet
(314) 862-5250
Gert Bunchez
New York 10022
663 Fifth Ave.
(212) 755-1339
Gert Bunchez
Chicago 60601
1 E. Wacker Dr.
(312) 329-9501
Sid Roberts
Dallas 75219
3511 N. Hall St.
(214) 521-6800
K.L. Miller
Atlanta 30326
3384 Peachtree Rd., N.E.
(404) 237-1577
Jack Holton
Beverly Hills 90211
111 N. LaCienga
(213) 652-1441
Chuck Dwyer
San Francisco 94111
66 Broadway
(415) 391-2272
Diane McMeekin

Caballero Radio Network
New York 10017
30 E. 42nd St.
(212) 972-1019
Eduardo Cabellero
Atlanta 30309
1819 Peachtree Rd., N.E.
(404) 355-6432
Bernie Ochs
Chicago 60606
20 N. Wacker Dr.
(312) 764-9295
Howard Weiss
Los Angeles
6290 Sunset Blvd.
(213) 461-3905
Jeff Freeman

Christal Radio Networks
New York 10022
919 Third Ave.
(212) 688-4414
Dick Hammer
Bonnie Press
Chicago 60601
333 N. Michigan Ave.
(312) 236-6357
Gerald Heichman
San Francisco 94104
Russ Bldg.
(415) 982-1390
Ronni Brand

Christal Radio Networks (cont.)
Detroit (Troy, MI 48084)
2100 W. Big Beaver Rd.
(313) 649-3230
Craig Wilbraham
Boston 02116
9 Newbury St.
(617) 267-1180
Jack Kettell
Atlanta 30326
3340 Peachtree Rd., N.E.
(404) 237-5236
Tom Dolliff
Los Angeles 90010
3807 Wilshire Blvd.
(213) 388-2171
Paddy Ramsay
Dallas 75240
13789 Noel Rd.
(214) 386-5300
Keith Issitt
Philadelphia 19103
Suburban Sta. Bldg.
(215) 564-4561

Eastman Radio
New York 10020
One Rockefeller Plaza
(212) 581-0080
Tony Miraglia
Atlanta 30309
1447 Peachtree St., N.E.
(404) 892-2484
Dick Walter
Philadelphia 19103
1700 Walnut St.
(215) 735-0102
Dan Hudson
Chicago 60611
444 N. Michigan Ave.
(312) 644-0670
Dave Recher
St. Louis 63101
1015 Locust St.
(314) 241-7040
Dave MacAllister
Dallas 48202
6060 N. Central Expwy.
(214) 691-7984
Gary Andon
Detroit 48202
2900 W. Grand Blvd.
(313) 873-2090
Dave Gneiser
Los Angeles 90028
6255 Sunset Blvd.
(213) 464-6104
Jerry Schubert
San Francisco 94111
517 Washington St.
(415) 391-3937
Steve Block

Bernard Howard Black Radio Network
New York 10022
800 Third Ave.
(212) 421-4900
Bernard Howard
Chicago 60601
1 E. Wacker Dr.
(312) 467-1350
Ron Dadetta
Atlanta 30309
1800 Peachtree Rd., N.W.
(404) 355-9700
Richard Greener
San Francisco 94104
322 Pine St.
(415) 981-3676
Milton Seropan
Los Angeles 90036
5455 Wilshire Blvd.
(213) 938-0118
Jack Kincaid
Dallas 75204
3627 Howell Street
(214) 522-3762
Dean Cowart
Detroit (Dearborn, MI 48126)
Parklane Towers East
(313) 336-3444
Carl Lanci
St. Louis 63102
112 N. 4th St.
(314) 231-5143
Bruce Schneider

Katz Radio
New York 10017
One Dag Hammarskjold Plaza
(212) 572-5500
Sandy Gasman, Geoff Hall,
Tom Allen, Lou Lozitsky
Atlanta 30361
100 Colony Square
(404) 892-3811
Bill Aaron
Boston 02116
20 Providence St.
(617) 426-7290
Ed Gottmann
Chicago 60611
444 N. Michigan Ave.
(312) 836-0500
Bob McArthur
Dallas 75219
3626 N. Hall St.
(214) 526-7300
Bill Keys
Detroit (Troy, MI 48084)
1650 W. Big Beaver Rd.
(313) 649-4333
Stu Olds
Los Angeles 90036
5900 Wilshire Blvd.
(213) 937-5250
David Wisentaner
Philadelphia 19102
3 Parkway
(215) 567-7950
Jack Marino
Portland, OR 97204
620 S.W. 5th Ave.
(503) 226-3973
Dennis Mahoney
St. Louis 63102
10 Broadway
(314) 231-1868
Thomas Kneist
San Francisco 94111
One California Bldg.
(415) 362-7534
Pat Hodges
Seattle 98121
4th & Battery Bldg.
(206) 682-8131
Earl Reilly

Keystone Broadcasting System
New York 10022
527 Madison Ave.
(212) 355-3720
Ralph Perry, Nick Gordon,
Fredrick Selch
Chicago 60602
111 W. Washington St.
(312) 782-8900
James E. O'Boye, Joe Lipsitz
Los Angeles (Marina del Ray
90291)
4265 Marina City Dr.
(213) 822-3310
Tim McClintock
Boston 02116
Park Square Bldg.
(617) 482-0440
Peter Kadetsky

(Continued)

Keystone Broadcasting (cont.)
Detroit 48202
1811 Fisher Bldg.
(313) 871-3060
Charles Campbell

Knight Quality Group
Boston 02215
390 Commonwealth Ave.
(617) 262-1950
Scott Knight

McGavren Guild Radio Network
New York 10017
154 E. 46th St.
(212) 599-6500
Dick Sharpe
Boston 02116
224 Clarendon St.
(617) 266-0666
Tom Poulos
Philadelphia 19103
1730 Spruce St.
(215) 732-3380
Marc Gross
Chicago 60601
111 E. Wacker Dr.
(312) 644-7150
Anthony Durpetti
Detroit (Troy, MI 48084)
3155 W. Big Beaver Rd.
(313) 649-6200
Greg Campbell
St. Louis 63102
10 S. Broadway
(314) 231-0000
Gary Ahrens
Atlanta 30339
1900 The Exchange
(404) 953-1111
Anthony Maisano
Dallas 75219
3626 Hall St.
(214) 528-5471
Ed Carrell
Los Angeles 90048
6420 Wilshire Blvd.
(213) 658-7072
Les Goldberg
San Francisco 94104
235 Montgomery St.
(415) 986-4112
Gary Katz
Houston 77027
1200 St. Post Oak Rd.
(713) 960-9790
Shane Fox

The Rep Network
(Div. of PRO Radio)
New York 10017
441 Lexington Ave.
(212) 687-3380
Brooke Taylor
Baltimore 21202
204 E. Biddle St.
(301) 727-6566
Senius Smith
Atlanta 30326
3384 Peachtree Rd., N.E.
(404) 266-2133
Mary O'Shields
Raleigh 27609
Box 18006
(919) 782-0896
Penn Watson
Memphis 38104
2158 Union Ave.
(901) 272-7503
George Faulder
Chicago 60601
333 N. Michigan Ave.
(312) 368-1644
Pamela Caldwell
Detroit (Southfield, MI 48076)
29451 Greenfield
(313) 559-9839
Nancy McLean
Kansas City, MO 64105
1012 Baltimore Bldg.
(816) 471-5502
Eugene F. Gray
Dallas 75219
3131 Turtle Creek
(214) 522-7272
Jim Cathey
Denver 80206
2829 E. Second St.
(303) 321-2354
John McGuire
Los Angeles 90028
6922 Hollywood Blvd.
(213) 463-3201
Bob Allen
San Francisco 94105
687 Market St.
(415) 362-7159
Loret Cosworth
Seattle 18107
Box 17068
(206) 784-6740
Dean Seaton

Torbet Radio Network
New York 10017
One Dag Hammarskjold Plaza
(212) 355-7705
Susan Love
Chicago 60611
444 N. Michigan Ave.
(312) 222-1430
Len Sable
Detroit (Troy, MI 48084)
(313) 362-1405
Betty Pazdernik
St. Louis 63102
330 Mansion House Center
(314) 241-8130
Sam Hall
Atlanta 30345
1750 Century Circle, N.E.
(404) 325-4500
Jim Lavelle
Memphis 38117
Box 17766
(901) 761-0921
Bob Chisolm
Dallas 75234
4101 McEwen
(214) 980-1680
Carol Cagle
Denver 80206
280 Columbine St.
(303) 321-2080
Bob Hix
Los Angeles 90036
5900 Wilshire Blvd.
(213) 937-4500
Ron Woods
San Francisco 94111
3 Embarcadero Ctr.
(415) 956-7778
Steve Marriott
Seattle 98111
Box 1969
(206) 682-3377
Paul Becker
Portland, OR 97204
520 S.W. Yamhill St.
(503) 228-7284
Darrell Rutter
Philadelphia 19103
1700 Market St.
(215) 503-7414
Jerry Gubin

STATE RADIO NETWORKS

ALABAMA

Agrisouth Network
(approx. 40 stations)
Montgomery, AL 36104
849 Washington Ave.
(205) 832-4240
Manager—Ed Linville
National rep.—Farmakis

Alabama Information Network
(approx. 50 connected stations)
Montgomery, AL 36104
849 Washington Ave.
(205) 832-4240
Sales manager—Butch Guest
National representative—Christal

Keystone Broadcasting System
(approx. 50 non-connected stations)
Chicago, IL 60002
111 W. Washington St.
(312) 782-8900
New York, NY 10022
527 Madison Ave.
(212) 355-3720
Marina Del Ray, CA 90291
4265 Marina City Dr.
(213) 822-2310

ARIZONA

Southwest Agri-Radio Network
(eight stations)
Yuma, AZ 85364
Box 1501
(602) 782-3881
Director—George Gatley
National rep.—Farmakis

ARKANSAS

Arkansas Radio Network
(approx. 60 connected stations)

Agricultural News Service
(approx. 50 connected stations)
Little Rock, AR 72204
4021 E. 8th St.
(501) 661-7500
General mgr.—Tom Longfellow
National represenatative—Blair

CALIFORNIA

Keystone Broadcasting System
(approx. 25 non-connected stations)
Chicago, IL 60002
111 W. Washington St.
(312) 782-8900
New York, NY 10022
527 Madison Ave.
(212) 355-3720
Marina Del Ray, CA 90291
4265 Marina City Dr.
(213) 822-2310

COLORADO

Intermountain Colorado Group
(approx. 20 stations)
Salt Lake City, UT 84111
312 E. South Temple
(801) 355-4641
General mgr.—Stephen Lindberg
National rep.—Eastman

FLORIDA

Florida Network, Inc.
(approx. 50 connected stations)
Winter Park, FL 32789
1030 N. Orlando
(305) 628-8383
Sales manager—Allen Shaw
National rep.—HR/Stone

Florida Growers Radio Network
(approx. 20 non-connected stations)
Chicago, IL 60606
20 N. Wacker Dr.
(312) 236-8887
Manager—Robert Walton
National representative—Walton

Keystone Broadcasting System
(approx. 40 non-connected stations)
Chicago, IL 60002
111 W. Washington St.
(312) 782-8900
New York, NY 10022
527 Madison Ave.
(212) 355-3720
Marina Del Rey, CA 90291
4265 Marina City Dr.
(213) 822-2310

GEORGIA

Georgia Network, Inc.
(approx. 100 connected stations)

Ag-Report Network
(approx. 40 connected stations)
Atlanta, GA 30329
1800 Peachtree St., N.W.
(404) 355-8686
General manager—Jim Devan
National rep.—HR/Stone

Georgia Traveler's Network
(approx. 20 non-connected stations)
Chicago, IL 60606
20 N. Wacker Dr.
(312) 236-8887
Manager—Robert Walton
National representative—Walton

Keystone Broadcasting System
(approx. 80 non-connected stations)
Chicago, IL 60002
111 W. Washington St.
(312) 782-8900
New York, NY 10022
527 Madison Ave.
(212) 355-3720
Marina Del Rey, CA 90291
4265 Marina City Dr.
(213) 822-2310

T-N Farm News Network
(approx. 10 stations)
Raleigh, NC 27602
130½ S. Salisbury St.
(919) 832-8885
General manager—Wally Voight
National rep.—T-N Spot Sales

IDAHO

Intermountain Idaho Group
(approx. 10 stations)
Salt Lake City, UT 84111
312 E. South Temple
(801) 355-4641
General mgr.—Stephen Lindberg
National rep.—Eastman

ILLINOIS

Illinois Radio Network
(approx. 50 non-connected stations)
Chicago, IL 60606
20 N. Wacker Dr.
(312) 236-8887
Manager—Robert Walton
National representative—Walton

(Continued)

ILLINOIS CONTINUED

Keystone Broadcasting System
(approx. 35 non-connected stations)
Chicago, IL 60002
111 W. Washington St.
(312) 782-8900
New York, NY 10022
527 Madison Ave.
(212) 355-3720
Marina Del Rey, CA 90291
4265 Marina City Dr.
(213) 822-2310

INDIANA

Great Lakes Broadcasting
(approx. 15 stations)
Milan, MI 48160
233 Hurd St.
(313) 439-1610
General mgr.—Robert Driscoll
National rep.—Farmakis

Indiana Broadcasters Group
(approx. 75 non-connected stations)
Cincinnati, OH 45203
644 Linn St.
(513) 651-1511
General manager—Don Hays
National rep.—Regional Reps

Indiana News Network
(approx. 40 connected stations)
Indianapolis, IN 46208
4560 Knollton Rd.
(317) 925-9201
Manager—Lin Jensen
National rep.—Eastman

Indiana Radio Network
(approx. 40 non-connected stations)
Chicago, IL 60606
20 N. Wacker Dr.
(312) 236-8887
Manager—Robert Walton
National representative—Walton

Keystone Broadcasting System
(40 non-connected stations)
Chicago, IL 60002
111 W. Washington St.
(312) 782-8900
New York, NY 10022
527 Madison Ave.
(212) 355-3720
Marina Del Rey, CA 90291
4265 Marina City Dr.
(213) 822-2310

Rural Radio Network, Inc.
New Palestine, IN 46163
Box 415
(317) 861-4394
General manager—Harry Martin

IOWA

Iowa Hawkeye Network
(approx. 20 non-connected stations)
Chicago, IL 60606
20 N. Wacker Dr.
(312) 236-8887
Manager—Robert Walton
National representative—Walton

Iowa Radio Network
(approx. 20 connected stations)
Des Moines, IA 50309
319 E. 5th St.
(515) 244-2115
Sales manager—C. Ross Martin

KANSAS

Kansas Information Network
(approx. 30 connected stations)
Wichita, KS 67201
Box 1240
(316) 943-4221
General manager—Frank Gunn

Kansas Radio Network
(approx. 20 non-connected stations)
Chicago, IL 60606
20 N. Wacker Dr.
(312) 236-8887
Manager—Robert Walton
National representative—Walton

Keystone Broadcasting System
(approx. 25 non-connected stations)
Chicago, IL 60002
111 W. Washington St.
(312) 782-8900
New York, NY 10022
527 Madison Ave.
(212) 355-3720

Mid-America Ag Network
(13 stations)
Wichita, KS 67202
401 E. Douglas
(316) 267-0293
Manager—Larry Steckline
National rep.—Farmakis

KENTUCKY

Kentucky Group
(approx. 30 stations)
St. Louis, MO 63105
7730 Carondelet
(314) 862-5250
Manager—Gert Bunchez
National rep.—Bunchez

Kentucky Network Inc.
(approx. 70 connected stations)
Louisville, KY 40216
Consul Crest Dr.
(502) 491-2377
General mgr.—Norb Hancock
National rep.—HR/Stone

Kentucky Radio Network
(approx. 75 non-connected stations)
Cincinnati, OH 45203
714 Holiday Park Tower
(513) 651-1551
General manager—Don Hays
National rep.—Regional Reps

Keystone Broadcasting System
(60 non-connected stations)
Chicago, IL 60002
111 W. Washington St.
(312) 782-8900
New York, NY 10022
527 Madison Ave.
(212) 355-3720
Marina Del Rey, CA 90291
4265 Marina City Dr.
(213) 822-2310

LOUISIANA

Keystone Broadcasting System
(approx. 30 non-connected stations)
Chicago, IL 60002
111 W. Washington St.
(312) 782-8900
New York, NY 10022
527 Madison Ave.
(212) 355-3720
Marina Del Rey, CA 90291
4265 Marina City Dr.
(213) 822-2310

Louisiana Agri-News Network
(approx. 40 connected stations)

Louisiana Network
(approx. 40 connected stations)
Baton Rouge, LA 70821
224 Florida St.
(504) 383-8695
General manager—Tim Patton

MAINE

Central Maine Group
(five connected stations)
Waterville, ME 04901
Box 79
(207) 873-3311
General manager—Harold Vigue

MARYLAND

Agri-Broadcasting Network
(four stations)
New Holland, PA 17557
505 W. Main St.
(717) 354-4496
Manager—Les Houck
National rep.—Farmakis

Maryland State Network
(14 non-connected stations)
Philadelphia, PA 19103
1617 John Kennedy Blvd.
(215) 563-3716
Manager—Robert Dome
National rep.—Dome

New England Radio Network
(11 stations in MA & RI)

Berkshire Network
(three stations)
Boston, MA 02116
1028 Statler Office Bldg.
(617) 482-6117
National rep.—Kirby

MICHIGAN

Paul Bunyan Radio Network
(eight connected stations)
Traverse City, MI 49684
Box 472
(616) 947-7685
General mgr.—Ross Biederman

Keystone Broadcasting System
(30 non-connected stations)
Chicago, IL 60002
111 W. Washington St.
(312) 782-8900
New York, NY 10022
527 Madison Ave.
(212) 355-3720
Marina Del Rey, CA 90291
4265 Marina City Dr.
(213) 822-2310

Michigan Farm Radio Network
(approx 50 connected stations)
Milan, MI 48160
233 Hurd St.
(313) 439-1610
General mgr.—Robert Driscoll
National rep.—Farmakis

Michigan Rural Radio Network
(approx. 40 non-connected stations)
Chicago, IL 60606
(312) 236-8887
Manager—Robert Walton
National rep.—Walton

MINNESOTA

Keystone Broadcasting System
(approx. 25 non-connected stations)
Chicago, IL 60002
111 W. Washington St.
(312) 782-8900
New York, NY 10022
527 Madison Ave.
(212) 355-3720
Marina Del Rey, CA 90291
4265 Marina City Dr.
(213) 822-2310

Linder Farm Network
(five connected stations)
Willmar, MN 56201
Box 838
(612) 235-1340
General manager—Willard Linder
National rep.—Torbet Radio

Viking Farm Network
(approx. 20 non-connected stations)
Chicago, IL 60606
20 N. Wacker Dr.
(312) 236-8887
Manager—Robert Walton
National representative—Walton

MISSISSIPPI

Delta Farm Network
(five stations)
St. Louis, MO 63105
7730 Carondelet
(314) 862-5250
Manager—Gert Bunchez
National rep.—Bunchez

Keystone Broadcasting System
(approx. 60 non-connected stations)
Chicago, IL 60002
111 W. Washington St.
(312) 782-8900
New York, NY 10022
527 Madison Ave.
(212) 355-3720
Marina Del Rey, CA 90291
4265 Marina City Dr.
(213) 822-2310

Mid-South Agricultural Network
(approx. 20 non-connected stations)
Starkville, MS 39759
Box 775
(601) 324-0945
General manager—Jim Yancey
National rep.—Bunchez

Mississippi Agricultural and News Network
(40 connected stations)
Jackson, MS 39205
455 N. Lamarr
(601) 944-0835
General mgr.—Steven Davenport
National rep.—Farmakis

Mississippi Radio News Network
(approx. 25 connected stations)
Jackson, MS 39206
Box 16387
(601) 969-0635
General manager—Jim Beavers

Ol' Mississippi Farm Network
(approx. 20 non-connected stations)
Chicago, IL 60606
20 N. Wacker Dr.
(312) 236-8887
Manager—Robert Walton
National representative—Walton

MISSOURI

Keystone Broadcasting System
(approx. 30 non-connected stations)
Chicago, IL 60002
111 W. Washington St.
(312) 782-8900
New York, NY 10022
527 Madison Ave.
(212) 355-3720
Marina Del Rey, CA 90291
4265 Marina City Dr.
(213) 822-2310

Missouri Network Inc.
(approx. 60 connected stations)

Brownfield Network
(North—50 stations; South 20 stations)

Delta Network
(five connected stations)
Centertown, MO 65023
(314) 584-3317
General manager—Clyde Lear

(Continued)

MISSOURI CONTINUED

Missouri Radio Network
(approx. 25 non-connected stations)
Chicago, IL 60606
20 N. Wacker Dr.
(312) 236-8887
Manager—Robert Walton
National representative—Walton

MONTANA

Intermountain Montana Group
(approx. 20 stations)
Salt Lake City, UT 84111
312 E. South Temple
(801) 355-4641
General mgr.—Stephen Lindberg
National rep.—Eastman

NEBRASKA

Agribiznet Radio Network
(five non-connected stations)
1705 S. 116th St.
(402) 333-2636
National rep.—Anderson

Intermountain Nebraska Group
(approx. 15 stations)
Salt Lake City, UT 84111
312 E. South Temple
(801) 355-4641
General mgr.—Stephen Lindberg
National representative—Eastman

Nebraska Radio Network
(approx. 20 non-connected stations)
Chicago, IL 60606
20 N. Wacker Dr.
(312) 236-8887
Manager—Robert Walton
National representative—Walton

NEW YORK

Ag Radio Network
(15 non-connected stations)
Utica, NY 13503
Box 781
(315) 797-1330
General mgr.—Edwin Slusarczyk
National representative—Buckley

Greater New York Suburban Radio Network
(approx. 10 non-connected stations)
New York, NY 10022
509 Madison Ave.
(212) 486-0720
General manager—Marv Roslin
National representative—Roslin

New York Farm Market
(approx. 25 non-connected stations)
Chicago, IL 60606
20 N. Wacker Dr.
(312) 236-8887
Manager—Robert Walton
National representative—Walton

NORTH CAROLINA

Keystone Broadcasting System
(approx. 60 non-connected stations)
Chicago, IL 60002
111 W. Washington St.
(312) 782-8900
New York, NY 10022
527 Madison Ave.
(212) 355-3720
Marina Del Rey, CA 90292
4265 Marina City Dr.
(213) 822-2310

North Carolina Network
(approx. 60 connected stations)
Raleigh, NC 27603
Box 17000
(919) 781-5150
General manager—Howard Schwartz
National representative—Katz

Southern Farm Network
(approx. 20 non-connected stations)
Raleigh, NC 27602
Box 1511
(919) 832-8311
General manager—Jack Allers

T-N Farm News Network
(approx. 10 stations)
Raleigh, NC 27602
130½ S. Salisbury St.
(919) 832-8885
General manager—Wally Voight
National rep.—T-N Spot Sales

NORTH DAKOTA

Dakota Farm Network
(approx. 10 connected stations)
Chicago, IL 60606
20 N. Wacker Dr.
(312) 236-8887
Manager—Robert Walton
National representative—Walton

OHIO

Agri Broadcasting Network
(approx. 75 connected stations)

Ohio News Network
(approx. 25 connected stations)

Sports Ohio Inc.
(approx. 35 connected stations)
1819 W. Lane Ave.
(614) 486-9577
General mgr.—Edward Johnson
National rep.—Farmakis

Buckeye Farm Network
(approx. 30 non-connected stations)
Chicago, IL 60606
20 N. Wacker Dr.
(312) 236-8887
Manager—Robert Walton
National representative—Walton

Keystone Broadcasting System
(approx. 40 non-connected stations)
Chicago, IL 60002
111 W. Washington St.
(312) 782-8900
New York, NY 10022
527 Madison Ave.
(212) 355-3720
Marina Del Rey, CA 90291
4265 Marina City Dr.
(213) 822-2310

Ohio Radio Network
(approx. 100 non-connected stations)
Cleveland, OH 44115
1220 Huron Bldg.
(216) 781-0035
General manager—Harry Parks
National rep.—Regional Reps

OKLAHOMA

Keystone Broadcasting System
(approx. 30 non-connected stations)
Chicago, IL 60002
111 W. Washington St.
(312) 782-8900
New York, NY 10022
527 Madison Ave.
(212) 355-3720
Marina Del Rey, CA 90291
4265 Marina City Dr.
(213) 822-2310

Oklahoma Agrinet
(approx. 30 connected stations)

Oklahoma News Network
(approx. 45 connected stations)
Box 1000
(405) 840-5271
General manager—Sheryl Hovis
National rep.—Eastman

Oklahoma Farm Network
(approx. 15 non-connected stations)
Chicago, IL 60606
20 N. Wacker Dr.
(312) 236-8887
Manager—Robert Walton
National representative—Walton

PENNSYLVANIA

Agri Broadcasting Network of Pennsylvania
(approx. 30 non-connected stations)
New Holland, PA 17557
505 W. Main St.
(717) 354-4456
General manager—Les Houck
National rep.—Farmakis

Keystone Broadcasting System
(approx. 30 non-connected stations)
Chicago, IL 60002
111W. Washington St.
(312) 782-8900
New York, NY 10022
527 Madison Ave.
(212) 355-3720
Marina Del Rey, CA 90291
4265 Marina City Dr.
(213) 822-2310

Pennsylvania Farm Network
(approx. 30 non-connected stations)
Chicago, IL 60606
20 N. Wacker Dr.
(312) 236-8887
Manager—Robert Walton
National Representative—Walton

Pennsylvania State Network
(30 non-connected stations)
Philadelphia, PA 19103
1617 John Kennedy Blvd.
(215) 563-3716
Manager—Robert Dome
National rep.—Dome

SOUTH CAROLINA

Keystone Broadcasting System
(approx. 40 non-connected stations)
Chicago, IL 60002
111 W. Washington St.
(312) 782-8900
New York, NY 10022
527 Madison Ave.
(212) 355-3720
Marina Del Rey, CA 90291
4265 Marina City Dr.
(213) 822-2310

South Carolina Network
(approx. 70 connected stations)
Columbia, SC 29204
1825 St. Julian Place
(803) 771-4117
General manager—Jim Chafin

T-N Farm News Network
(approx. 10 connected stations)
Raleigh, NC 27602
130½ S. Salisbury St.
(919) 832-8885
General manager—Wally Voight
National rep.—T-N Spot Sales

SOUTH DAKOTA

Dakota Farm Network
(approx. 10 non-connected stations)
Chicago, IL 60606
20 N. Wacker Dr.
(312) 236-8887
Manager—Robert Walton
National representative—Walton

TENNESSEE

Keystone Broadcasting System
(approx. 60 non-connected stations)
Chicago, IL 60002
111 W. Washington St.
(312) 782-8900
New York, NY 10022
527 Madison Ave.
(212) 355-3720
Marina Del Rey, CA 90291
4265 Marina City Dr.
(213) 822-2310

Tennessee Agri-Net
(West TN—approx. 25 connected stations)
(Mid/W TN—approx. 20 stations)

Tennessee Radio Network
(approx. 100 connected stations)
Nashville, TN 37202
Box 20383
(615) 833-2111
General manager—Donald Spain
National rep.—HR/Stone

Tennessee Group
(approx. 30 stations)
St. Louis, MO 63105
7730 Carondelet
(314) 862-5250
Manager—Gert Bunchez
National rep.—Bunchez

TEXAS

Alamo Farm Network
(approx. 150 non-connected stations)
Chicago, IL 60606
20 N. Wacker Dr.
(312) 236-8887
Manager—Robert Walton
National representative—Walton

Houston/Beaumont Network
(four non-connected stations)
Houston, TX 77001
Box 188
(713) 523-2581
General manager—Vesta Brandt
National rep.—HR/Stone

Keystone Broadcasting System
(approx. 120 non-connected stations)
Chicago, IL 60002
111 W. Washington St.
(312) 782-8900
New York, NY 10022
527 Madison Ave.
(212) 355-3720
Marina Del Rey, CA 90291
4265 Marina City Dr.
(213) 822-2310

Spanish Information Network
(approx. 20 connected stations)

Texas State Agribusiness Network
(approx. 55 connected stations)

Texas State Network
(approx. 135 connected stations)
Fort Worth, TX 76101
Box 1317
(817) 731-6301
General manager—David Day
National representative—Christal

(Continued)

TEXAS CONTINUED

Southwest Agriculture Radio Network
(approx. 10 connected stations)
San Angelo, TX 76901
Box 3600
(915) 944-1213
General manager—Rod Peeples

UTAH

Intermountain Utah Group
(approx. 10 stations)
Salt Lake City, UT 84111
312 E. South Temple
(801) 355-4641
General mgr.—Stephen Lindberg
National rep.—Eastman

VIRGINIA

Agrinet Farm Network
(approx. 40 connected stations)
Earlyville, VA 22936
Box 81
(804) 973-4972
General manager—Bill Ray
National rep.—Bunchez

Keystone Broadcasting System
(approx. 50 non-connected stations)
Chicago, IL 60002
111 W. Washington St.
(312) 782-8900
New York, NY 10022
527 Madison Ave.
(212) 355-3720
Marina Del Rey, CA 90291
4265 Marina City Dr.
(213) 822-2310

Virginia Network
(approx. 40 connected stations)
Charlottesville, VA 22902
Box 1230
(804) 977-1070
General manager—George Habel

Virginia Farm Network Bureau
(approx. 30 stations)
Richmond, VA 23261
200 Grace St.
(804) 788-1234
Manager—Al Moffett
National rep.—Farmakis

Virginia State Network
(35 non-connected stations)
Philadelphia, PA 19103
1617 John Kennedy Blvd.
(215) 563-3716
Manager—Robert Dome
National rep.—Dome

WEST VIRGINIA

Keystone Broadcasting System
(approx. 25 non-connected stations)
Chicago, IL 60002
111 W. Washington St.
(312) 782-8900
New York, NY 10022
527 Madison Ave.
(212) 355-3720
Marina Del Rey, CA 90291
4265 Marina City Dr.
(213) 823-2310

WISCONSIN

Badger Farm & Dairy Network
(approx. 40 non-connected stations)
Chicago, IL 60606
20 N. Wacker Dr.
(312) 236-8887
Manager—Robert Walton
National representative—Walton

For details concerning local addresses and telephone numbers of the national representatives, turn to page 71.

Keystone Broadcasting System
(approx. 40 non-connected stations)
Chicago, IL 60002
111 W. Washington St.
(312) 782-8900
New York, NY 10022
527 Madison Ave.
(212) 355-3720
Marina Del Rey, CA 90291
4265 Marina City Dr.
(213) 822-2310

Wisconsin Farm Broadcasting Network
(approx. 15 connected stations)
Madison, WI 53708
Box 8030
(608) 274-1440
General mgr.—John Zimmerman

Wisconsin Independent Network
Appleton, WI 54911
Box 2391
(414) 725-8458
General manager—Tom Dohm

Wisconsin Radio Network
(approx. 15 non-connected stations)
220 1st Ave. S.
(715) 424-1300
General manager—Jack Gennaro

WYOMING

Intermountain Wyoming Group
(approx. 15 stations)
Salt Lake City, UT 84111
312 E. South Temple
(801) 355-4641
General mgr.—Stephen Lindberg
National rep.—Eastman

THE SUSQUEHANNA
STATIONS SERVING
OVER 2,000,000*
LISTENERS WEEKLY

*Subject to qualification upon request.

WSBA AM/FM Harrisburg/Lancaster/York
WARM Wilkes-Barre/Scranton
WHLO Akron/Canton
WGBB Nassau County, NY
WQBA AM/FM Miami
WKIS Orlando
WLQR Toledo
WLQA Cincinnati
WFMS Indianapolis
KPLX/KLIF Dallas/Fort Worth
WLTA Atlanta.

Look what's catching fire.

In a recent article, Business Week magazine reported that, "The radio business is enjoying a prosperity undreamed of just five years ago."

Americans spend more money in a year for new radio sets ($3.5 billion) than they do for tickets to all spectator sports.

Every day, radio leads all media in the number of people reached. And the average American spends three hours and 23 minutes a day listening.

So it's no wonder that more and more advertisers are using radio as a primary medium.

Retailers warm up.

The first group that warmed up to radio were the retailers and the reason was simple: results.

Local advertisers with their "cash register" sense have flocked to radio. In the past 10 years local retail businesses increased their expenditure in radio by 185%. Well ahead of advertising's total growth.

Recognition of radio's ability to produce results is also spreading among national advertisers.

Hot national campaigns.

Maxwell House Coffee did a searching study of their marketing needs. When they finished, they moved a substantial portion of the budget into radio.

When Chevrolet launched a major promotion ("National Chevy Week"), they chose radio as their primary medium.

Revlon's OXY 5 used radio as its primary medium to become number one in the skin treatment field in four years.

And radio has been the primary medium for Western Union's successful Mailgram program since its beginning.

Costs stay cool.

Radio users have also received another pleasant surprise.

Between 1967 and 1979, television's CPM went up 103%. Newspapers jumped 111%. Outdoor 102%. Magazines 58%.

Radio's CPM on the other hand is up only 52% during the same period. So R-A-D-I-O spells relief from the declining power of your advertising dollar.

Want more facts? For a copy of the Radio Facts Book, call us at (212) 599-6666. Radio Advertising Bureau, Inc. 485 Lexington Avenue, New York, N.Y. 10017.

Contributed by ABC Radio.

It's red hot.

SECTION 8

GLOSSARY

A must for the beginner as well as a refresher for the experienced. This set of definitions has been developed from several existing glossaries and edited for brevity.

The editors have tried to include all of the most oft-used terms. But there is always the possibility that some term or other has been overlooked.

The titles and sources of the original glossaries appear in the introduction accompanying the presentation.

GLOSSARY

RADIO TERMS FOR TIME BUYERS AND PLANNERS

The glossary which follows is a composite, with modifications, of three existing dictionaries of terms related to radio time buying, planning and research. When several definitions were available, the simplest and clearest was taken and often modified for brevity. It is hoped that clarity was not sacrificed for the sake of brevity.

The three source glossaries are:

- *Standard Definitions of Broadcast Research Terms*—copyright 1973 by the National Assn. of Broadcasters, 1771 N St. N.W., Washington, DC 20036. Price: $1.50.
- *Ayer Glossary of Advertising and Related Terms*—published by N.W. Ayer ABH International and available from The Ayer Press, 210 West Washington Square, Philadelphia, PA 19106. Price: $9.95.
- *Glossary of Selected Terms*—published in Arbitron's Radio Reports.

A

aa—Abbreviation for "average audience," the number of homes tuned to a particular radio program during the average minute it is on the air.

Accumulated Audience—See **Cumulative Audience**

Accumulated Households—The total number of different households reached by a given broadcast over a specified period of time.

Across-the-Board—Descriptive of a program or commercial scheduled at the same time each day, Monday through Friday. (Also known as strip.)

ADI (Area of Dominant Influence)—Where applicable, Arbitron Television's geographic market design which defines each television market exclusive of others based on measurable viewing patterns. Every county in the United States (excluding Alaska and Hawaii) is allocated exclusively to one ADI. (Originally a TV-area concept but now being used by other media.)

Affiliate—A network-owned or independently owned radio station that carries programs provided by the network through contractual agreement.

Air Check—A recording made "off the air" to verify how a commercial or program was actually broadcast on radio.

AM—Abbreviation for "amplitude modulation," the "regular" band in radio broadcasting.

AM-FM Totals—An Arbitron figure shown for AM-FM affiliates in time periods when they are predominantly simulcast.

Area of Dominant Influence: See **ADI**

Audience—A group of households or individuals, that are counted in a radio audience according to any one of several alternative criteria.

Audience measurements are generally expressed in two ways: as percentages, in which case they are called ratings, and as absolute numbers. See also: **Circulation** and **Coverage.**

Audience Accumulation—The addition of new audiences to the total reach of a medium with successive broadcasts.

Audience Characteristics—The objective traits of those people who have been exposed to a broadcast. The traits may include age, sex, lifestyle, educational background and economic status. (Sometimes referred to as audience composition, audience profile, demographic characteristics, demographics and profile.) See also: **Demographic Characteristics** and **Audience Composition**

Audience Composition—A statement of the audience in terms of such physical characteristics as age, sex, race, location, etc. See also: **Audience Characteristics** and **Demographic Characteristics**

Audience Profile: See **Audience Composition**

Audience Turnover—A measurement of the frequency with which a program's audience changes over a period of time; more specifically, the ratio of the net unduplicated cumulative audience over several time periods to the average audience per one time period. The greater the turnover in audience, the higher is the ratio. (Also known as turnover.)

Avail—Short for "availability."

Availability—Radio time available for purchase by advertisers; also any portions of programs available for sponsorship. (Often shortened to avail.)

Average audience—See **aa**

Average Audience Rating—A type of rating computed for some specified interval of time, such as for the length of a radio program or for a 15- or 30-minute period. Conceptually, it is possible to compute a rating as of any given instant of point in time. An average audience rating may be thought of as the average of such instantaneous ratings over a number of points in time. In all cases, exactly which values are used in computing the average must be made clear.

Average Frequency: See **Frequency**

Average Instantaneous Audience Rating: See **Average Audience Rating**

Average Minute Rating: See **Average Audience Rating**

Average Quarter-Hour Persons—The estimated number of persons who listened at home and away to a station for a minimum of five minutes within a given quarter hour. The estimate is based on the average of the reported listening in the total number of quarter hours the station was on the air during a reported time period. This estimate is shown for the MSA, TSA, and ADI. Used in Arbitron audience data.

Average Quarter-Hour Rating—The Average Quarter-Hour Persons estimate (Arbitron) expressed as a percentage of the universe. This estimate is shown in the MSA and ADI. See also: **Cume Rating** and **Rating**

Average Quarter-Hour Share—The Average Quarter-Hour estimate for a given station expressed as a percentage of the Average Quarter-Hour Persons estimate for the total listening in the MSA within a given time period. This estimate is shown only in the MSA. See also: **Share**

Average Total Audience Rating: See **Total Audience Rating**

Away-From-Home Listening—Estimate of listening for which the diary keeper indicated listening was done away from home.

B

Back to Back—Descriptive of adjacent broadcasts, commercials, or time periods.

Barter Plan—A plan whereby the cost of a medium's space or time is paid for in merchandise or services rather than in money. (Also known as a due bill.)

Basic Network—The minimum number of stations for which an advertiser must contract in order to use the facilities of a radio network.

Block—A series or succession of similar type programs on radio.

Break—The time after, before or within a program which is used for announcements.

Broadcast—1. A single radio program of commercial. 2. To transmit a radio program or commercial.

Buy—A purchase of time or space in the media.

C

Call Letters—The initials used to identify a radio station, approved by the Federal Communications Commission.

Calls: See **Call Letters**

Chain Break—An announcement of varying length within or between programs to identify the local station—as apart from the network—or a local station commercial. More commonly known as a station break.

Circulation—The number of households or individuals, regardless of where located, that are estimated to be in the audience of a given radio network or station at least once during some specified period of time. Thus circulation is simply a term used to describe the size of the cumulative audience of a network or a station over some period of time. See also: **Audience** and **Coverage**

Circulation Area—A geographic area within which a radio station actually obtains audiences. It can be described in terms of a group of counties or, perhaps, a group of minor civil subdivisions. One commonly used criterion is whether at least some specified percentage of the households or individuals is estimated to be in the audience of that station during a specified period of time.

A circulation area is defined on a "do-receive" basis and should not be confused with a **Coverage Area** which is defined on a "can receive" basis.

Another method of defining a coverage area is in terms of certain geographic contours, which are determined on the basis of engineering calculations about which areas are within range of a broadcast signal of specified strength.

Combination Buy—A special, combination rate purchase of advertising time offered or required (forced) by two or more broadcasting stations, usually under the same ownership.

Commercial Impressions: See **Impressions**

Commercial Protection—A broadcast medium's guarantee to an advertiser that his commercial will be separated by air time from commercials for competitive products. (Also known as product protection.)

Contiguity Discount—A discount given for advertising schedules and/or contracts running back to back.

Continuity Acceptance—A script of a program or commercial which a network or local station has designed to be suitable for broadcast. (Also known as a continuity clearance.)

Continuity Clearance: See **Continuity Acceptance**

Continuity Discount—A discount given for commercials that are run for a long period of time or have a heavy schedule during a limited time period.

Cost Per Thousand: See **CPM**

Coverage—The number of households or individuals that are able to receive a station's signal. When coverage figures are given for a limited area, the limited area should be clearly stated. See also: **Audience** and **Circulation**

(Continued)

Coverage Area: See **Circulation Area**

CPM (Cost Per Thousand)—The ratio of the cost of an advertisement (in dollars) to a number of households (in thousands) or to a number of individuals (in thousands) estimated to be in the audience at the time the advertisement is run. The term is more fully referred to as cost per thousand households, homes, viewers, readers, etc.

Cume—Short for "cumulative audience." For example, a four-week cume represents the cumulative audience over a period of four weeks.

Cume Persons—The estimated number of *different* persons who listened at home and away to a station for a minimum of five minutes within a given daypart. (Cume estimates may also be referred to as "cumulative," "unduplicated," or "reach" estimates). This estimate is shown in the Arbitron reports for MSA, TSA and ADI markets.

Cume Rating—The estimated number of Cume Persons expressed as a percentage of the universe. This estimate is shown for the MSA only. See also: **Rating** and **Average Quarter-Hour Rating**

Cumulative Audience—A term that refers to the net size of a radio audience during two or more time periods. However, even though a household or individual appears in audiences during two or more time periods, it is counted only once. Also called "net audience" or "unduplicated audience" or "accumulated audience."

Cumulative Estimates: See **Cume Persons.**

D

Dayparts—The principal radio broadcasting divisions are: morning drivetime (6-10am), evening drive-time (3-7pm), midday (10am-3pm), and teentime (3pm-midnight, Mon.-Fri. and 10am-7pm, Sat. & Sun.). These are by no means standard among radio stations.

Demographic Characteristics—As used in broadcast research, a broad term that refers to the various social and economic characteristics of a group of households or individuals. It refers to characteristics such as the size of household, age, sex, occupation, education and income. See also: **Audience Characteristics** and **Audience Composition**

Designated Market Area: See **DMA**

DMA (Designated Market Area) —A Nielsen area concept similar to Arbitron's Area of Dominant Influence, embracing the counties in which the TV station obtains the highest proportion of the viewing audience. (Originally a TV-area concept but now being used by other media.)

Double Spotting—The practice of stations placing two spot announcements back to back.

Drivetime—The commuting hours when radio listening is at its maximum. Though the hours are determined by the specific radio station or network and thus vary in each community generally they are 7-10 am and 3-7 pm on weekdays.

Due Bill: See **Barter Plan**

E

Effective Sample Bases (ESB)—The sample size to be used for estimating the statistical variance of audience estimates.

Exclusive Cume Listening—The estimated number of Cume Persons who listened to one and only one station within a given daypart.

F

FM—Abbreviation of "frequency modulation," a static-free band used on radio broadcasting and for the sound of television.

FCC—Abbreviation for Federal Communications Commission, a U.S. government regulatory agency which issues operating licenses to radio and TV stations.

Federal Communications Commission: See **FCC**

Frequency—The average number of time periods, out of a set of specified time periods, in which households or individuals are in the audience of a given radio network, station or program. This type of average is normally computed only for those households or individuals that are in the audience during at least one of the time periods. Also referred to as "average frequency."

G

Gross Audience—A term that refers to the gross total of the number of households or individuals counted in the radio audience during two or more time periods. Thus, if a household or an individual appears in audiences during two or more time periods, that household or individual is counted two or more times in computing the gross audience total which reflects both reach and frequency. See also: **Gross Rating Points**

Gross Rating Points—The simple total of radio ratings during two or more time periods, or for two or more programs. Normally this sum should be taken only of ratings with the same base.

Gross rating points represent the size of a gross audience expressed as a percentage of the base used in developing the particular ratings included in the gross total. Thus, multiplying gross rating points by that base yields a gross audience figure.

H

Hitchhike—A commercial attached to the end of a radio program, but still within the program's limit.

Homes Per Dollar: See **Households Per Dollar**

Homes Reached: See **Households Reached**

Homes Using Radio Rating: See **HUR Rating**

Household—The person or group of people living in one dwelling, constituting a social unit.

Household Characteristics—An expression or statement of the habits, economic and educational status, and composition or a household of which some member has heard a particular broadcast.

Households Per Dollar—The ratio of the number of households estimated to be in a radio audience to the cost of that time. This quantity is inversely related to cost per thousand. Also called, inexactly, "homes per dollar."

Households Reached—The number of households that are estimated to be in the audience of a radio network, station, or program during a specified period of time, regardless of where located. Also called, inexactly, "homes reached."

Households-Using-Radio Rating: See **HUR Rating**

HUR Rating (Households-Using-Radio Rating)—The rating shows the percentage of households with one or more radios that are estimated to be in the audience of any one of a group of radio stations, at a specified time.

A household should be counted as using radio only once in the computation of this type of rating even if it is using two or more radios simultaneously.

Without the word "rating" attached the term should be used to refer to the actual number of households rather than a percentage.

I

Impressions—The total audience, including duplications, for all commercials in an advertiser's schedule. (Also known as commercial impressions.)

In-Tab Sample—The number of usable diaries returned and actually tabulated in producing an Arbitron report.

Independent Station—A station which is commercially operated but not affiliated with any network.

Individuals Reached—The number of individuals that are estimated to be in the audience of a network, station or program during a specified period of time, regardless of where located.

Individuals-Using-Radio Rating A type of rating for radio in general rather than for a specific network, station, or program. The base is all individual persons or perhaps some specified demographic group. This rating shows the percentage of these individuals that are estimated to be in the audience of any one of a group of radio stations, at a specified time.

An individual should be counted only once in the computation of this type of rating.

Inherited Audience—That segment of a particular radio program's audience which had been tuned to and inherited from the immediately preceding program.

Instantaneous-Audience Rating—The size of a radio audience as of a given instant, or point in time, expressed as a percentage of some specified base.

L

Length of Commercial—Usually 10, 30 or 60 seconds, but it may extend to two or even three minutes depending upon special negotiations.

Listener—A person whose radio is tuned to a particular program, station or network at a particular time.

Listener Characteristics—The demographic characteristics (age, sex, education, income, etc.) of the audience to, or a typical listener of a particular radio program, station, or network.

Log—The listing of a station's programs, in order, throughout the broadcast day.

M

Metro Rating—A rating computed for the household or the individuals in a well-defined metropolitan (metro) area.

Metro Share—A share, or share of audience percentage, computed for a well-defined metropolitan (metro) area.

Metro Survey Area: See **MSA**

Metro Totals and ADI Totals (Total listening in Metro Survey Area or Total listening in the ADI)—The Metro Total and ADI Total estimates include estimates of listening to reported stations as well as to stations that did not meet Arbitron's Standards plus estimates of listening to unidentified stations.

Minimum Reporting Standards: See **MRS**

Mobile Unit—A radio unit, usually a truck or van, for originating broadcasts from on-the-spot locations away from the studio.

MRS (Minimum Reporting Standards)—Specific Minimum Reporting Standards are applied to determine the stations listed in an Arbitron report.

MSA (Metro Survey Area)—Metro Survey Areas generally correspond to Standard Metropolitan Statistical Areas (SMSA's) as defined by the U.S. government's Office of Management and Budget (OMB) subject to exceptions dictated by historical industry usage and other marketing considerations.

In New England, SMSA's are defined on a "town" rather than a county basis. Where the SMSA represents 65% or more of the SRDS full-county definition for the market, Arbitron uses the SRDS full-county definition to define the Metro Survey Area; where the SMSA represents less than 65% of the population of

(Continued)

the SRDS full-county definition for the market, Arbitron uses the SMSA to define the Metro Survey Area.

N

National Rating—Any rating calculated for a program over the United States. In general this kind of rating shows the percentage of households or individuals that is estimated to be in the audience of a network or a program over a specified time.

National Spot—Radio time purchased by a national advertiser from an independent station, rather than via a network. (Commonly called, simply, a spot.)

Net—Short for "network," the multiple radio stations linked together regionally or nationally by lines, coaxial cables or microwave relay.

Net Audience: See **Cumulative Audience**

Net Rating Points—A relative measure of cumulative audience. The figure shows the percentage of a specified demographic base estimated to be in the audience at least once during two or more time periods.

Net Reach: See **Reach**

Net Unduplicated Audience—The number of different households tuned to a particular broadcast over a specified period of time. (Sometimes called accumulated audience, cume, cumulative audience, reach or unduplicated audience.)

Network: See **Net**

Network Participation—The purchase of commercial time available within a network TV or radio program, as differentiated from program sponsorship. (Also called a network spot buy or a spot buy.)

Network Spot Buy: See **Network Participation**

O

O & O Station—Abbreviation of "owned and operated station," a local station owned and managed by a radio network.

P

Persons Reached: See **Individuals Reached**

Persons-Using-Radio Rating: See **Individuals-Using-Radio Rating**

Piggyback—A single advertiser's announcement divided into two wholly separate and distinct product or service commercials.

Product Protection: See **Commercial Protection**

Psychographics—A categorization of consumers on the basis of psychological, as distinguished from demographic, dimensions. It may include activities, interests, opinions, values, attitudes, life-styles, personality traits, etc. (Also known as psychological characteristics.)

R

Rating—The percentage expression of the size of a TV or radio program's audience. For example, an eight rating means that eight percent of all homes with sets in the coverage area were tuned in to the particular program. (Also called rating point.) See also: **Average Quarter-Hour Rating** and **Cume Rating**

Rating Point: See **Rating**

Reach—The net unduplicated or total homes delivered by a specific program in a particular time slot over a measured period of time, usually one or four weeks. (Sometimes called accumulated audience, cume, cumulative audience, net unduplicated audience or unduplicated audience.)

Reach Estimates: See **Cume Persons**

Rebroadcast—The repetition of a radio program for a different audience in a different time zone, usually scheduled for the same hour as that of the original broadcast.

ROS—1. Abbreviation of "run of schedule," the maintaining of the same conditions throughout a schedule. 2. Abbreviation of "run-of-station," descriptive of a commercial which may be placed anywhere in a station's schedule at its own discretion.

Rotating Plan—A schedule of assorted TV or radio commercials on a rotating basis.

Run of Schedule: See **ROS**

Run of Station: See **ROS**

S

Sampling Unit--A geographic area consisting of a single county, a group of counties or a part of a county.

Scatter Plan—In time buying, the random placement of daytime or nighttime radio commercial participations throughout a given period of time, sometimes to achieve broader reach but usually to enjoy more economic rate advantages.

Sectional Announcements—Different commercials for different parts of the country, presented simultaneously during a network broadcast program.

Sets in Use: See **SIU**

Sets-In-Use Rating—The percentage of some specified group of radios-sets that are being used during some period of time. Similarly, the term "sets in use" without the word "rating" should be sued to refer to the actual number of radios in audiences, rather than a percentage.

Incidentally, in view of the large number of multi-set households, the term "sets-in-use rating" should not be used as a synonym for "households-using rating."

Share—Short for "share of audience," the ratio of the number of radio households tuned to a particular program to the sets in use at the time the program was on the air, expressed as a percentage. See also: **Average Quarter-Hour Share**

Sign-on—The time at which a station begins its broadcast day. Similarly, **sign-off**, the time at which a station ends its broadcast day.

Simulcast—The broadcasting of the same program at the same time by AM-FM affiliated stations.

SIU (Sets In Use)—The number of radio sets being used during a certain time period in a certain area.

Special—A program that preempts a regularly scheduled program of a series.

Sponsor—The advertiser who pays for a radio program.

Sponsor identification—The verbal portion of a program that identifies the sponsor. Also, the percentage of listeners of a radio program who can identify its sponsor or product.

Spot—Radio time purchased from an independent station, rather than via a network. Such a time purchase by a national advertiser is actually a national spot, though called, simply, a spot; a purchase by a local advertiser is, strictly speaking, a local spot, but called local radio.

Spot Buy—1. The purchase of commercial time available on a local radio station(s). 2. The purchase of commercial time available within a network radio program, as differentiated from program sponsorship. (Also called network participation or network spot buy.)

Station Break: See **Break**

Station Rating—Any rating calculated for a radio station. Because there are several different types of ratings, there are several different types of station ratings. In general, however, this kind of rating shows the percentage of radio households or individuals in a specified area that is estimated to be in a station's audience over a specified time.

Syndicated Program—1. A TV or radio program sold by a packager or independent producer to a local station for local sponsorship. 2. A TV or radio program sponsored by a single advertiser on a number of local stations, each of which is bought individually.

T

TA: See **Gross Audience**

Tag—A short announcement placed at the end of a program; usually a promo for another program of the same sponsor.

TAP (Total Audience Plan)—An announcement schedule that utilizes multi-dayparts.

Time Period Rating—Any rating calculated for a specified period of time, rather than for a specific network station or program.

Total Audience: See **Gross Audience**

Total Audience Plan: See **TAP**

Total Audience Rating—A type of rating computed for some specified interval of time. To be counted, a household or an individual must be in the audience for some consecutive period of time during the interval. To calculate a total audience rating, the number counted is expressed as a percentage of some specified base.

Total Survey Area: See **TSA**

TSA (Total Survey Area)—Where applicable, a geographic area that includes the Metro Survey Area plus certain counties located outside the MSA.

Tune-in Audience—Those persons who have actually tuned in to a particular radio program, as distinguished from an inherited audience which is defined as those persons who remain tuned in to a following program as a result of having actually tuned in to a particular preceding program.

Turnover—A measurement of the frequency with which a program's audience changes over a period of time. See **Audience Turnover.**

U

Unduplicated Audience: See **Cumulative Audience**

Unduplicated Estimates: See **Cume Persons**

Universe—The estimated number of persons in the sex-age group and geographic area being reported.

THE
SUSQUEHANNA
STATIONS
SERVING OVER
2,000,000*
LISTENERS
WEEKLY

*Subject to qualification upon request.

WSBA AM/FM Harrisburg/Lancaster/York
WARM Wilkes-Barre/Scranton
WHLO Akron/Canton
WGBB Nassau County, NY
WQBA AM/FM Miami
WKIS Orlando
WLQR Toledo
WLQA Cincinnati
WFMS Indianapolis
KPLX/KLIF Dallas/Fort Worth
WLTA Atlanta.

1980 RADIO ENCYCLOMEDIA

VOL. 2 NO. 4

CONTENTS

2 **How to use this book**

SECTION 1

7 **Dimensions**

Radio ownership trends, listening levels, leading spot and network advertisers, advertising volume trends, media cost indices.

1

SECTION 2

19 **Station Directory**

Alphabetical listing by station and Metro market showing rep, group ownership, network affiliation, address, general manager.

2

SECTION 3

71 **Rep Directory**

Alphabetical listing of radio station representatives with addresses, phone numbers and key personnel at each office.

3

SECTION 4

81 **Ethnic Radio**

Listing of radio stations with representatives that are exclusively or dominantly programed for the Black and Hispanic markets.

4

SECTION 5

85 **Sports on Radio**

For four professional sports—baseball, football, basketball, hockey—originating station, sales rights owner, rep, network size, cost estimates.

5

SECTION 6

91 **Planning Guides**

Cost estimates and coverage data to reach the 300 GRP level are shown for the top 50 ADI's and 174 Metro markets for various demos and dayparts.

6

SECTION 7

219 **Radio Networks**

Quick facts about each of the wired, rep sponsored, and state networks. Also, RADAR data for the wired networks.

7

SECTION 8

253 **Glossary**

Definitions of radio terms used by timebuyers and planners based on three existing lexicons.

8

How do you spell "relief" from the pain of high TV costs?

The jump in cost of television is giving a lot of local and national advertisers acid indigestion.

This season, for example, a thirty-second commercial on one of those humorous situation comedies could cost you a not-very-funny $120,000.

It's no wonder so many national and local advertisers are turning to R-A-D-I-O for fast, fast relief.

But, despite its high costs, some advertisers continue to buy TV because they want "impact."

Radio does much more, however, than control costs. It produces proven sales results the way some advertisers used to believe only television could.

Revlon's Oxy 5 used radio as its primary medium and became the number one acne product in America.

Maxwell House Coffee did a searching study of alternatives to remaining virtually an all-TV advertiser. They moved big dollars into radio.

Western Union summed up what so many well-operated companies have discovered when they said, "Radio gives us the impact of television, at a fraction of the cost." (Mailgram used radio as their primary medium to triple sales.)

Maybe it's time your business took a big dose of radio for relief. For more facts, write to Radio Advertising Bureau, 485 Lexington Avenue, New York, N.Y. 10017. Or call us at (212) 599-6666 and ask for the Radio Facts Book.

They Laughed When We Sat Down To Play The Midwest.

But they don't laugh now. In just 15 short years, we've become a major factor in the midwest market: Chicago. Detroit. St. Louis. The Century Triangle, we call it. We began with 3 FM stations, one in each city. Now we've added an AM station in Chicago.

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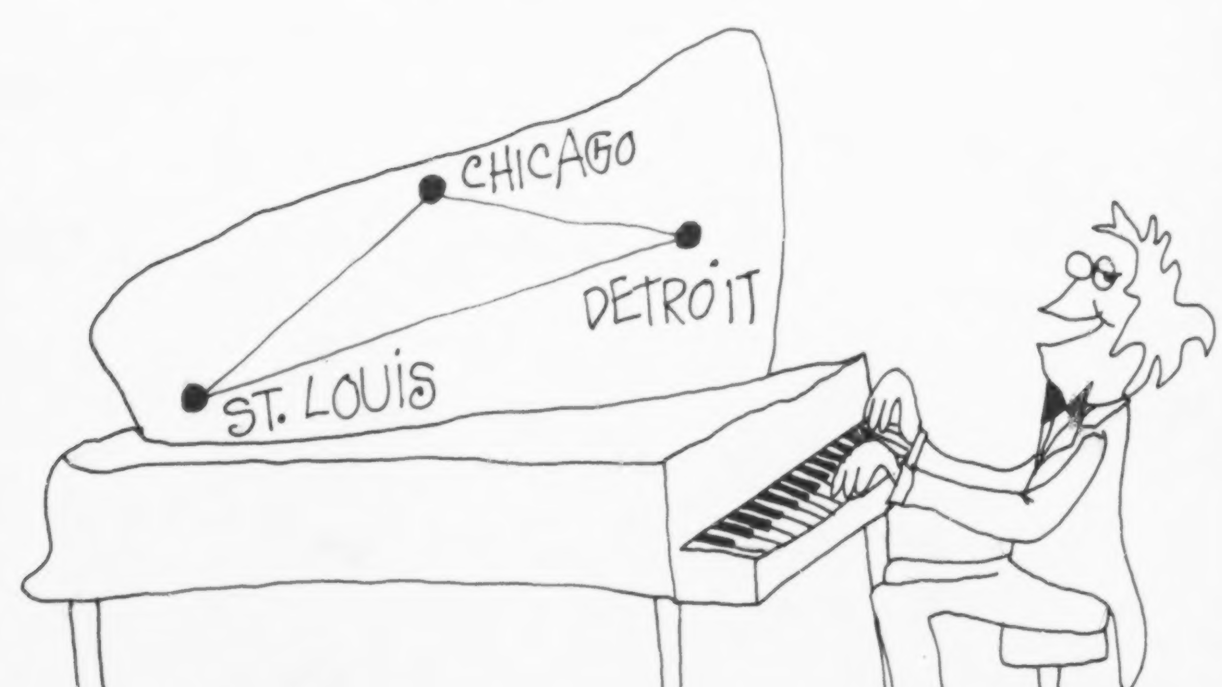
3 very important markets.
4 very important stations.

When you need to talk to the Midwest, talk to Century.

Century Broadcasting Corporation

FM 100/WLOO CHICAGO
AM 82/WAIT CHICAGO

KSHE CRESTWOOD/ST. LOUIS
WABX DETROIT



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